

DON'T GO BALD!

Stop your hair falling out. Nourish the roots and make them grow strong, healthy and vital again. Banish scurf and dandruff. Use HARLENE, the remedy with 30 years' reputation. 1/11, 2/9 & 4/9 from all chemists.

HARLENE
HAIR GROWER & TONIC

The People

SUNDAY, MAY 5, 1940
No. 3053 59th Year

OVER 3,000,000 CERTIFIED SALE

London Edition
Registered at the G.P.O. as a Newspaper. 2D.

ENTENTE CORDIALE

is assured among all dogs that get their Sherley's Tonic and Condition Powders. A weekly course of this fine tonic keeps a dog's blood pure and cool and free from poisons which cause listlessness, poor appetite, falling coat, skin troubles, etc., and 1/- from Chemists, Stores and Corn Merchants. A. F. Sherley & Co., Ltd., 15-19, Marshalsea Road, London, S.E.1.

Big Allied Offensive By Land And Sea In Northern Norway

4,000 NAZIS IN NARVIK TRAP

A GREAT ALLIED OFFENSIVE BY LAND AND SEA WAS LAUNCHED YESTERDAY WITH THE OBJECT OF CAPTURING THE VITAL IRON ORE PORT OF NARVIK, AND OF GAINING CONTROL OF THE ENTIRE NORTH OF NORWAY.

Three to four thousand German troops in the port, cut off, except by air, from all means of support, were not only surrounded by Allied troops, but were subjected to heavy bombardment from British warships.

In addition their food and supplies of other material were reported to be dwindling. So acute was the food shortage that more than a hundred captured British seamen were released—because the Germans could not feed them. "A scene of desolation" was how one eye-witness described Narvik yesterday.

The Nazis' position was desperate. From three points they had to meet thrusts by Allied troops. And, under cover of the sea bombardment, expert French Alpine light artillery units were effecting a landing.

To these highly-trained French troops was entrusted the task of dislodging Nazi forces perched in machine-gun nests on the hills around the port.

In announcing the position of the German defenders as "desperate," the French Ministry of War said that in face of great difficulties—intense cold, almost continual snowstorms and snowdrifts nine feet deep in places—operations were continuing favourably for the Allies.

HEAVY GERMAN LOSSES

According to a Reuter report from Paris, the Germans at some points are holding fast. At others they have already withdrawn, and at still other points they have counter-attacked in order to facilitate plans for withdrawal. These counter-attacks have been repulsed with heavy losses.

While the three-pronged attack against Narvik was developing, bands of Norwegian troops in the south of the country were (says A.P.) striving desperately to stem the swift German advance.

Reports reaching Stockholm stated that a Norwegian volunteer corps of 140 men had ambushed a German detachment of 400 troops about 100 miles south of Roeros, killing 115 Nazis. Lying hidden in woods, the Norwegians were said to have trapped the Germans in a mountain valley and mowed them down with rifle fire.

At least one German officer was killed and 100 automatic rifles and 30 motor-cars seized, reports said.

Confirmation of this resistance to Nazi penetration was given by the French War Ministry spokesman, who said that the Norwegian troops were still operating in the Trondheim sector after the British withdrawal, and were fighting the Germans "with some success" near Roeros.

Berlin, too, in a High Command communiqué issued yesterday, said the Norwegians were still resisting the German advance north of Trondheim.

Transport of German troops by air and sea continues, according to the Gothenburg correspondent of the Stockholm newspaper "Allehande." This traffic is reported to be especially noticeable off Stromstad, many heavily laden troop transports having been seen.

Crept A Mile To Ambush Germans

With the B.E.F. in France, Saty. TWO immediate awards by Lord Gort, Commander-in-Chief, were announced at British G.H.Q. today. They are the Military Cross to Captain Mark Fisher, of the Royal Warwickshire Regiment, and the Military Medal to Sergeant Georges le Clinte, a French soldier on liaison with the Cheshire Regiment.

Captain Fisher led a night patrol which crept nearly a mile into the German lines and ambushed an enemy patrol. A German subaltern was killed. The Germans returned our fire but after-

wards ran away. As the result of the action valuable identification was obtained. The official account says of Captain Fisher: "He has high powers of leadership, particularly when on patrol, and is completely unruffled when under fire. He has set an excellent example throughout, has the complete confidence of his men, and his work with the fighting patrol has been of the highest value." Sergeant le Clinte gained his award for the fine example he set when in command of a post manned by detachments of French and British troops. The enemy attacked the sector, and during a violent bombardment Sergeant le Clinte was wounded. Nevertheless, he continued to command his post, giving clear and good orders to his men—Exchange.

WINSTON WATCHES



Mr. Churchill looks out from the bridge of a destroyer during a trip from a northern port.

BRITISH NAVY SUNK AGAIN!

One Battleship * 23 Submarines * One Cruiser

CONTINUING its policy of sinking the British Navy again and again, Berlin yesterday claimed to have:

- 1—Sunk a British battleship of the Warspite class by air bombing.
- 2—Sunk 23 Allied submarines since the Norwegian campaign began on April 9.
- 3—Sunk by air bombing during the evacuation of British troops from Namsos on Friday, one cruiser of the York class, a destroyer and a fully loaded transport of 12,000 tons.

This special announcement was made in Berlin:

"On Friday afternoon a British flagship proceeding to the west was attacked to the west of Namsos by German diving planes and hit between the two fore gun turrets by a heavy-calibre bomb.

"Half a minute later a column of flame 1,500 ft. high rose from the vessel, followed by dense smoke. When the smoke dispersed, nothing was seen of the vessel but some floating debris." It was another Berlin message which

claimed that the ship was of the Warspite type. Vessels of that class were completed between 1915 and 1916 and mount eight 15-in. guns.

The "Goebbels" that 23 Allied submarines have been sunk in the Norwegian campaign was in a commentary by the German News Agency. This said:

RADIO ANNOUNCEMENT

"Minesweepers, patrol boats and submarine chasers have guarded the sea route [to Norway] against submarines and mines, and, co-operating with air units, have destroyed 23 enemy submarines."

"The destruction of the 23rd was reported today."

Announcement that a York class cruiser was sunk was made on the Berlin radio last night, in which it was also claimed that a battle-cruiser was damaged and that a merchant ship was forced by German aircraft to enter Trondheim.

The Germans themselves reveal the aim of these fantastic claims in these words:

"These great successes of the German air force show conclusively that the supremacy of a fleet, however strong, can, in an age of air warfare, be broken everywhere where the far-reaching arm of this new weapon strikes powerfully and with lightning speed."

Don't Forget Your Order

AS no unsold copies of newspapers are now accepted from newsagents, readers are reminded that they must place a definite order with a newsagent to make sure of receiving "The People."

If you have not already done so, place your order for "The People" as early as you can this week.

KIEL HERO MISSING

"Dare-Devil" Doran's Fate

SQUADRON - LEADER Kenneth ("Dare-Devil") Doran, who won the D.F.C. for his part in the first Kiel raid, and a bar for gallantry over the North Sea, is reported missing.

His parents, who live at Mill Hill, have received a telegram to this effect from the Air Ministry.

Doran, who was twenty-six, was the first man to have a bar added to a distinction won in this war.

Many warships were bombed and badly damaged in the Kiel raid, and Doran was the officer whose anonymous interview, published afterwards, described how he saw washing hanging on the line of a cruiser, but "undaunted" by that, proceeded to bomb it.

In the words of the Air Ministry, he pressed home a successful low flying attack with great determination in face of heavy gunfire and under extremely bad weather conditions.

His second distinction was announced on January 30, when it was stated that "by his clever tactics and gallant leadership he successfully maintained a close defensive formation throughout an engagement when he was the leader of a formation of bombers attacked by enemy fighters over the North Sea."

GUNFIRE OVER THAMES ESTUARY

HEAVY anti-aircraft gunfire, apparently from the Thames Estuary, was heard from a town on the S.E. coast last night. There was no sign of aircraft and no air raid warning. The firing lasted for about 20 minutes.

FRENCH GUNS SMASH BIG ATTACK

Paris, Saturday.

FAIRLY brisk artillery activity has been reported all day in the region of the Moselle and on the Blies.

These gun duels were mentioned in the French official communiqué this morning, and again in a further communiqué this evening.

"Last night the enemy," it was added, "attempted a rather important raid in the region of the Saar on a wide front."

"This attempt having failed under the fire of our artillery and automatic weapons, the enemy retired in disorder."

Considerable gunfire is also reported from the Vosges sector.—Reuter.

MORE BRITISH WARSHIPS ON WAY TO MEDITERRANEAN

Alarm In Italy, But No Protest

MASSING OF A HUGE ALLIED NAVAL FORCE IN THE MEDITERRANEAN IS CAUSING ALARM IN ITALY, BUT IT WAS STATED IN ROME POLITICAL CIRCLES LAST NIGHT THAT, CONTRARY TO REPORTS ABROAD, ITALY WOULD NOT PROTEST TO BRITAIN AND FRANCE: SHE WOULD, SO FAR AS POSSIBLE, IGNORE THESE MEDITERRANEAN DEVELOPMENTS.

MILITARY SEIZE 28 DUTCH QUISLINGS

THE NETHERLANDS PREMIER, JONKHEER DE GEER, ANNOUNCED IN A BROADCAST TO THE NATION YESTERDAY THAT 21 DUTCH NAZIS HAD BEEN ARRESTED DURING THE NIGHT BY THE MILITARY AUTHORITIES. SEVEN MORE WERE ARRESTED LATER.

Among them is Dr. Rost van Tonningen, editor of a Nazi newspaper, and member of Parliament.

In his broadcast the Premier emphasised that the 21 Nazis had not been arrested for their political opinions, nor merely on suspicion, but because of their personal conduct, which was a danger to the State.

QUICK ACTION

In other countries yesterday Government action was taken against spies, possible "Quislings" and Fifth Column agents.

Rumania cancelled the residential permits of 240 German nationals. In Bulgaria the Minister of the Interior announced measures to tighten up the control of foreigners.

The Belgian Government issued a decree permitting jail penalties on persons spreading indiscipline or demoralisation in the Army. Military spokesmen said the decree was aimed against Communist and Flemish extremists.

Two Flemish Nationalists were arrested.

Yugoslav fitness groups have been advised to intensify their military exercises and watch for foreign agents "who are being introduced in thousands."

Yugoslavs were advised by radio not to live in Belgrade if they could get premises outside the capital.

Owing to the delicate situation the Turkish Prime Minister cut short a provincial tour and called his Ministers at Ankara.

ALLIES GET BIG PRESENT OF SHIPS

By Our Shipping Correspondent

HITLER'S INVASION OF NORWAY AND DENMARK IS MAKING BRITAIN A PRESENT OF NEARLY 400 OCEAN-GOING SHIPS, AND A PRESENT OF 60 TO FRANCE.

This will counterbalance a good deal of British shipping sunk by German mines and U-boats during the eight months of the war.

Britain now takes over, as a result of Denmark and Norway becoming enemy territory for the time being—

150 Norwegian ships in British ports

and contraband control bases;

150 Norwegian ships in British Empire ports;

65 Danish ships in British ports;

25 Danish ships in Empire ports.

France similarly takes over:—

15 Danish ships;

15 Danish ships.

In addition, as a result of the messages that were broadcast to Danish and Norwegian captains and seamen in foreign ports and on the high seas, large numbers of Norwegian and Danish ships have decided to disregard the German order to sail to Germany, and are sailing to British ports instead.

"HITLER MUST LOSE"

Paris, Saturday.

ARCHDUKE Otto of Austria believes that the Austrians will eventually take part in a rising which will bring the fall of the "Nazi colossus."

He expressed this view when he reached Paris today from New York.

"In the Greater Reich of 97,000,000," he said, "there are 40,000,000 of Austrians, Czechs, Slovaks, Poles, Danes and Norwegians."

"One day they will join in revolt as the Germans realise their defeat."—B.U.P.

BIG CASH CROSSWORDS
PAGE EIGHT
TODAY'S RADIO
PAGE NINE

BELGIUM TO STOP FOLKESTONE SERVICE

FROM next Tuesday the Belgian mail-boat service between Ostend and Folkestone will be discontinued it was officially announced in Brussels.

ITALY'S £114,000,000 WAR BUDGET
A Royal decree signed last night (says Exchange from Rome) authorises an expenditure of £114,000,000 for Italy's war budget.

WE'VE ALL CHANGED TO THE

30-Second Breakfast

- 1 Cheaper than bacon and eggs.
- 2 Saves time. Served straight from the packet.
- 3 Needs no cooking—keeps gas bills down.
- 4 No messy saucepan to wash-up.
- 5 Everybody in the family loves it—so crisp.
- 6 Very nourishing.

NO wonder they call Kellogg's the 30-second breakfast! It takes only 30 seconds to serve and what a breakfast it is! Kellogg's are wonderfully crisp—delicious with milk and sugar, or with stewed fruit. Nourishing, too—they give you energy to keep on top of your job all morning long.

Your grocer has Kellogg's Corn Flakes. There are ten big breakfasts in the big family packet, 5d.

Kellogg's CORN FLAKES

SCIENTIFIC PROOF of the great energy-giving power of the "30-second breakfast" An analysis made at a leading dietetic laboratory shows that a bowl of Kellogg's with milk and sugar has more energy value than 3 eggs. (Bowl of Kellogg's, 220-230 calories, 3 average eggs 210 calories.)

You Will Agree That—

These "Sacrifices" Are Shoddy

By "THE PHILOSOPHER"

THESE WAR TIME SACRIFICES, WITH WHICH WE ARE THREATENED, MAKE ME LAUGH. TIME AND AGAIN, A FLOOD OF ORATORY TELLS US THAT WE ARE TO SEE "IRON RATIONS" FOR EVERYONE.

For the speechmaker himself, for you, me, and each one of the neighbours. And, up to now, what has this hot air boiled down to?

A rationing scheme, and Sir John Simon, maybe, may cause those who over-eat to eat a little less. And I said "maybe."

What of those who were already below the hardship line before war broke out?

Ration books, the Budget and rising prices make them, too, consume less, and, in their case, endurance passes into misery.

I KNOW A GAY LAD, JUST BELOW FORTY, WHO HAS LASHINGS OF DIVIDENDS FROM THIS AND THAT.

At dinner, for years past, he has attained the well-oiled stage in exactly ten whiskies. This patriotic sacrifice has now to call a halt at eight, for, says he, he must cut consumption for the war.

So he suffers the new-found agony of being unable, as has been his wont, to finish under the table.

I also know of pensioners who can never indulge in a single beer.

And that is why I laugh at speeches on "national" sacrifice and wonder when the whole of our tug-of-war team is going to pull like one man.

LET ME ADMIT IT. I MYSELF AM DOING NOT SO FLEAKY. MY BUTTER AND SUGAR HAVE BEEN CUT, AND THERE ARE OTHER TRIVIALITIES.

Yet, recalling those who are taking the punches, I reckon I am in clover.

I mean those who are fighting in Norway, France,

and the North Sea. Those who cut, skimp, and go without at home.

And, deep down within, I feel I am passing the buck.

Let me give extracts from a letter sent to me by a Southend disabled pensioner.

"Since the end of the Great War," he writes, "war pensioners have dropped into oblivion."

"Nothing is heard about men who lost arms and legs, and are still in possession of low stationary pensions."

"There is no bonus for us. Workers receive wage increases, but we have to carry on."

UNDERPAID, LIKE THIS OLD SOLDIER, ARE PAYING THE PIPER. WHILE OTHERS ARE TRYING A MILD COURSE OF DIETING—AND AGAIN I SAY "MAYBE."

Leadership that permits such differences is moth-eaten and mildewed.

As much as anyone, I want Hitler to get the axe in the neck. I want Britain, at the Peace, to take on a happy lease of life.

We want more than Budgets that tickle the money-bags and scrape hard at poverty. We require some kind of honest effort to spread more evenly the goods available.

High living must go. The "haves" must ease the "have-nots" far more than has been done.

Meantime, our total war effort falls short of maximum efficiency, because bosses of the home-front incline too much to the status quo.

NOT ALL BRITONS ARE BEING CALLED UPON TO DO THEIR DAMNEDEST. THIS TALK OF NATIONAL SACRIFICE IS MERE WIND. IT IS NOT NATIONAL SACRIFICE. IT IS SECTIONAL.



Sir John Simon

ON THE KITCHEN FRONT

3 GOOD HOUSEKEEPING RULES

In War everyone has a part to play—not least the Housewife. So much of our food comes from overseas, that care and skill in its use are now a national duty. Here are three ways in which all can help:—



1. AVOID WASTE

No doubt you see to it that very little food is wasted in your kitchen, but however little, multiply it by 12 millions and it becomes a lot. If some waste could be prevented in each kitchen it would enormously relieve the task of our shipping. So show your appreciation of the courage and devotion of our seamen by being doubly careful.



2. GET THE BEST OUT OF FOOD

A great deal of useful knowledge is now available on the choice and preparation of food. To spread this new information special demonstrations of wartime cooking and catering are being given up and down the country. Don't miss the demonstrations in your district. You will learn a lot of interesting facts which will answer many of your housekeeping and cooking problems. Enquire at your local Food Office or Education Authority.



3. VARY YOUR MEALS

It is not the amount of food that matters. We must eat the right food.

We should have something from each of the four food groups every day. They are—

(1) BODY BUILDING FOODS:

Milk, cheese, eggs, meat, fish.

(2) ENERGY FOODS:

Bacon and ham, bread, butter or margarine, cheese, dried fruit, dripping or suet or lard, honey, oatmeal, potatoes, rice or sago, sugar.

(3) PROTECTIVE FOODS (Group 1):

Milk, butter or margarine, cheese, eggs, liver, herrings or salmon (canned or fresh).

(4) PROTECTIVE FOODS (Group 2):

Potatoes, carrots, fruit (fresh or canned but not dried), green vegetables or salads, tomatoes, wholemeal bread.

ISSUED BY THE MINISTRY OF FOOD

AS Hammer SEES IT

SUDDENLY we are faced with a Grand Inquest. The optimism to which, in these columns last Sunday, I objected, has been suddenly dispelled.

A nation lulled into a false security was shocked by the revelation that, in the face of overwhelming odds, especially in the air, we had been compelled to evacuate Southern Norway.

The German ships in the Skagerrak and the Kattegat will be sunk, and by night all ships will be sunk, as opportunity serves," said Winston on April 11.

We are not going to allow the enemy to supply their armies across these waters with impunity."

Yet, although so late as early last week, high Government authorities were objecting to Press criticism of the situation in Norway, the ships were not sunk—apparently the situation did not serve, and the Germans were so well supplied, "with impunity," that we had to withdraw!

Most dramatically, Parliament was aroused last Thursday to a situation that for days had been worrying prominent back-benchers, although the Government had until then seemed complacent.

"The Germans have missed the bus," the Premier had declared so recently as April 4.

"We would welcome an attack," Ironside told the world the same day.

The truth is that the nation is now faced with a life-and-death struggle in which only the united determination of the people and, more than that, unswerving direction from the top can save it.

★

NOW what are the facts? The situation is bad. The Norwegian expedition was considerably mishandled.

Tory back-benchers hold the view that if we had acted with promptitude and definiteness at a certain point, either at Trondheim or Narvik, in time, we could have had no difficulty in dealing with the very small German detachment that originally occupied the places.

We could then have got hold of an aerodrome at Trondheim from which to work.

How much of Norway we can now hold remains to be seen.

Meanwhile, we may have the Germans pushing in between Holland and Belgium to make for the rest of the coast to the North Sea. If that happened they would make a concerted attack against our shipping and our national life. We may also have Italy in against us. Then there would be a severe problem in the Mediterranean.

Wanted—A National Government

WE can only win through if the whole of the nation's energy is behind the war effort, and if that war effort is properly organised—and that you cannot ensure unless all the main political, industrial and economic elements of the nation are represented in a national Government.

I put to a prominent Conservative, a former Cabinet Minister, this question: "Who would you have in the Government?"

"I feel it is essential that not only members of the Labour Party, but the leading representatives of Trade Unionism, should be got together," he replied without hesitation.

"Ernest Bevin is the strongest man in the Trade Union movement. He ought to be taken to take that responsibility."

"For intellectual ability, I would choose, from the Labour Party, A. V. Alexander."

"For practical work in a department, not of the highest control of politics, but in a Department of State, Herbert Morrison would be admirable."

"For general political judgment, I would name Arthur Greenwood."

"Attlee understands military problems."

"But the personnel is only one side of the question."

"If we want to win this war we must have a small Cabinet of not more than half a dozen people with no departmental duties. Not even the Chancellor of the Exchequer and Foreign Secretary should be included, except as attendants."

"To each member of the Cabinet there should be assigned the duty of being the direct chief of the chief of staffs. They should supervise the fighting departments, the economic effort, man-power and production."

"These men, and these alone, must comprise the Cabinet."

Who Will Be

The Next Premier?

THE view is almost generally held that there does not stand out at the moment any alternative to Neville Chamberlain as Premier—that the first thing to do is to alter the Cabinet system and not to mind facing the need for re-organising that system if it does not prove effective.

Old Parliamentarians point out that



THE RAILWAY STATION AT NAMNOS, MAIN BASE OF THE ALLIES, AFTER THE AERIAL ONSLAUGHT BY THE NAZIS.

although the hour provides the man, it comes as a fluke the way you find him.

In the last war, Lloyd George suddenly emerged as the Man of Destiny after Asquith had shilly-shallied for over two years.

The French tried to find a man sixteen times before they found Clemenceau. Then, he emerged as War Premier when he was actually older than L.G. is today.

Rebels In The Commons

ALL sorts of informal discussions are going on, this week-end, behind the political scenes. Men of all parties have been in consultation.

They urge that planning for war and policy cannot be combined with military administration in the same people. If they are combined, the policy of the future is always neglected.

Rebels in the Commons—and there are high-placed Tories among them—point out that every properly planned organisation in the world—the Army, the Navy and the Air Force are quoted as examples—clearly distinguishes between the administrative department and the general staff, which plans policy and which is sheltered as far as possible.

The Army system works up from companies to battalions, battalions to brigades, brigades to divisions, and so on. No one could be a Commander-in-Chief would get his orders effectively carried out unless there were that.

And yet our Cabinet system is based on the principle of 25 departmental Ministers!

Now is it proper, back-benchers are now complaining, that all the questions between departments should come up in the Cabinet?

The departments should be grouped, they say, and each little lot of Ministers should have its own chief, with a right of appeal to the Cabinet.

Well, much of this will be discussed openly in Parliament, no doubt, this week, when the debate on Norway will occupy the House for two whole days, and when there will be some very plain speaking.

Quislings Must Be Rooted Out!

WHO are our Quislings? How many are there? The need for unrelenting watchfulness by Sir John Anderson, the Minister for Home Security, is made evident by "The Times" in its leader on the Norway evacuation.

It is concerned with the precautions, or lack of them, taken to preserve the secrecy of the Allied plans.

Although accepting the Premier's statement that it may have been coincidental that the German invasion was timed to follow a few hours after our minelaying in Norwegian waters, "The Times" adds: "That can hardly be the explanation of the fact that the German wireless announced two days ago our intention to evacuate Andalsnes."

Now, who talked—and who told?

FASCISTS go round preaching what, in effect, is pro-Hitlerism, telling people to listen in to German broadcasts and generally talking defeatism. Every Fascist, today, is a danger to our national safety.

As for the turncoat Communists—well, all the men of their kind are either wiped out or imprisoned in the Germany of Stalin's friendship.

The Fascists are to attack—not Hitler, but Churchill! "We should criticise ourselves," they write, "not others."

EIGHT months of waiting passed slowly and with boredom. Nearly 1,500,000 A.R.P. workers—at least

WHAT SAY YOU?

Ten-Second Teasers

- 1.—It's a small island off the west coast of Scotland; it's a drink. What is it?
- 2.—It's a light, narrow sword; it's used only in thrusting; it's a kind of fish. Name it.
- 3.—It's the most important part of a ship; it's the outer covering of a well-known English seaport. Name it.
- 4.—It's a town situated on the edge of the Yorkshire moors; it forms the theme of an extremely popular song. Name it.
- 5.—It's a child's toy; it's a well-known plant of the wilds; it's a kind of snake. What is it?
- 6.—One who keeps watch to prevent surprise; it's a satyr; it's a kind of crab. What is it?
- 7.—It's a province in Ireland; it's a long, loose overcoat for men or women. Name it.
- 8.—It's a beginner; it's a novice; it's a newly-engilted soldier. It's a word of four letters. What is it?
- 9.—It's a popular Welsh seaside resort; it's constantly referred to by Jack Warner. Name it.
- 10.—It's a perennial herb frequently found by the roadside; it has white flowers, a pungent odour and astrigent properties. Name it.
- 11.—It's a Canadian ball-game resembling hockey; it's played with a kind of stringed bat. Name it.
- 12.—It's the fiftieth anniversary of an event of public importance; it's a season of great public rejoicing; it's an outburst of joy. Name it.

(ANSWERS AT FOOT OF PAGE TEN)

painted in the last war when he was a rebel artist. Now, he is an A.R.A. "accepted."

Laura Knight's 1940 adventure is a landscape, a ploughing scene in a frost-covered orchard. She shows at work on the farm a lady.

There are a couple of air wardens, one so ready for instant action that, although in bed, he is holding a torch in his hand.

Three heroes of the Norway misadventure—General Paget, Evans of the Broke and Carton de Wiart—are among the portraits.

Then Charles Cundall, with his accustomed verve, has painted the return of the Exeter. Louisa Hodgson has done the sinking of the s.s. Goodwood, in tempera and there is a picture of the Graf Spee battle.

But, generally, the Royal Academy reflects nothing of our national mood and is detached and stilted.

Still, strip-tease, after the war, has recently excited us. So there they are, nudes of all kinds, nudes dreaming, nudes reclining on river banks, with Marcel waves. It is nice to know that Britannia still rules them.

Tonight's Big Concert On The Air

LISTEN-IN, tonight, to the Variety broadcast from the Palladium. It takes the place of the "Comedians" performance. You will hear Gracie, and all the rest.

The Lord's Day Observance Society says it is wicked for you to do so.

Would it be naughty for the troops in France to tune in? If the Sabbatharians can enjoy safety because of their Sunday vigil, surely those hours of waiting can be relieved with something to cheer them up!

"The Sabbath was made for man and not man for the Sabbath," remarked One whom the Sabbatharians profess to follow.

Anyway, the Brinsworth House has to be kept going, Sundays as well as weekdays. So when you have listened, send along a trifle to swell its scanty exchequer.

George Black, of the Palladium, will be pleased to thank you for the smallest contribution.

Words That Everyone Should Remember

NOW, as a footnote, do not be too gloomy about the war. The year 1913 was much worse than 1940.

Don't worry about the war. Work for it.

We had disasters in the last "do"—and yet the nation won through, in spite of them. We had bad leadership; but we changed it.

Through the darkest days, we kept up our hearts. And, after tribulation, there came, in the long end, Victory.

"3 GROWING KIDDIES TAKE SOME FEEDING ON 30/- A WEEK"

SAYS MRS. BROWNING OF KING'S CROSS.

MRS. BROWNING'S WEEKLY BUDGET

Rent	11-9
Gas	2-0
Coal	2-8
Hire Purchase	3-0
Clothing Club	2-0
Insurance	3-7
Food	1-10-0
Dad's exes	5-0
Total	23-0-0

Mrs. Browning administers nourishment to the little athletes! Dad's making sure of his share, too!

Other families are also finding that

Rowntree's Cocoa makes every meal go further

"WE'RE an active family," says Mrs. Browning of King's Cross. "My eldest daughter, Venice, is 14 and plays in her school net-ball team. And she's just received a 1st class Life-Saving Certificate for swimming. Ernest, who's 9, is keen on football and boxing. He's a fit little fellow, too. And he wants to be 'Admiral of the Queen Mary' he says! And little Dorothy, the youngest—she's 7—won't be left out of anything!"

"So you see, I have to have my wits about me to keep them all well-fed on our income. Thanks to Rowntree's Cocoa, I just manage all right. We have Rowntree's with every meal—and it makes all their food digest more easily, they get more good out of it, and so our meals go further!"

ROWNTREE'S COCOA IS A FOOD, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

ROWNTREE'S COCOA TASTES RICH, CHOCOLATEY AND DELICIOUS. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and delicious. Rowntree's is more economical than ordinary cocoa and other—It helps people to digest all their food more quickly and with less effort. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa is a food, made by a special "pre-digestive" process, so that it is not only more digestible and nourishing than other drinks—but it also helps everything you've eaten to digest more quickly. This means children get more nourishment out of their meals—put on extra bone and muscle.

Rowntree's Cocoa tastes rich, chocolatey and

To flush the kidneys dissolve uric acid cleanse the blood— TAKE THE SPA CURE AT HOME



The body's waste turns to acid and leaves its jagged deposits in joint and muscle. Rinse these poisons away with the Spa minerals—Sodium, Potassium and Lithium—in Fynnon Salt. Pimples vanish, excess fat drops away and the blood cools and clears as liver and kidneys are stimulated to their task. Start your real spring-clean tomorrow with Fynnon Salt in a glass of water. Large tins of Fynnon 1/3.

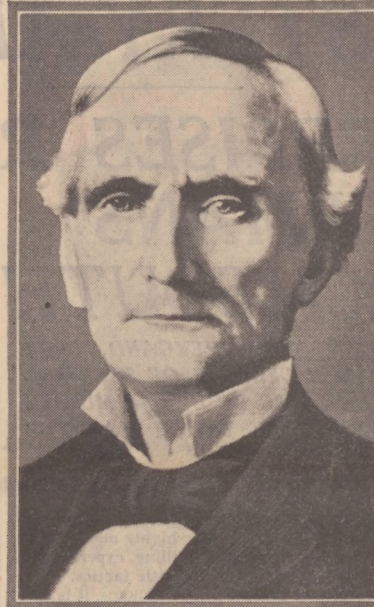
New 6d. Trial Size
With this new trial size
you can make a personal
test of Fynnon Salt for a
most trifling outlay.

fit as a fiddle on FYNNON

FOUNDERS OF GOLDEN DYNASTIES—No. 6

The Man Who PLAYED WITH MILLIONS

By JOHN ADDISON



JUDGE
THOMAS
MELLON

THE
HOUSE OF MELLON
At the height of his financial power, Andrew Mellon, most brilliant member of the greatest banking family the world has ever known, controlled corporations with total assets of two thousand million pounds. Yet, but for rebellion in the heart of Tom Mellon, a poor farmer's boy, over a century ago, the foundation of one of industry's greatest fortunes might never have been laid.

HERE it stood in the fair, green valley, a mansion set in pleasant gardens. Its windows winked in the sunlight, and its fresh clean paint gave indication of the care and attention lavished on it.

To the raggy little boy who stood gazing at it in open-mouthed wonder and delight it seemed that never again would he see such a house.

What pleasures, he wondered, did the people who lived in such a paradise enjoy? How could anyone possibly get enough money to have such a lovely place?

How magnificent it would be if some day he owned such a mansion where he could "lord it" over servants and have just what he wanted to eat!

Well, who knew? argued the boy. Perhaps some day, if he worked hard enough and saved all his money, he might be as big as the great people who lived in the house.

And with such comforting thought

young Thomas Mellon, aged nine, gravely picked up his bundle, turned his back on the gleaming mansion and continued on his way to Pittsburgh, whose smoky pall he could see in the distance.

The boy didn't fully realise it, but on that day, in the early 1820's, was born the ambition which laid the foundation of the fortune of the House of Mellon, a dynasty which at the peak of its power ruled nearly £1,600,000,000 and which attained almost limitless power in two generations.

Thomas's father, Andrew Mellon, had scraped and pinched for years in County Tyrone, Northern Ireland, before he plucked up courage to sell his cottage and his bit of land and go to the great shining country of promise across the sea.

Two hundred golden guineas were stitched in the leather belt of his wife Rebecca when she, Andrew, and young Tom left Londonderry in 1818 bound for St. John's, New Brunswick. For twelve weeks the little family was buffeted by the Atlantic.

A week's coasting trip brought them to Baltimore and then for three more weeks they jolted over the rough country in a covered wagon, pioneers of the great trek over the Alleghenies.

A two-roomed log cabin sprang up in the wilderness and Andrew began sowing land as he cleared it.

Alas for the golden dreams of Andrew Mellon. The first two years of his labours saw him nearly ruined. A financial panic swept America in 1819 and prices tumbled. Wheat was 18s. a bushel, eggs two a penny, butter 3d. a pound.

Economy

Poverty Point, where the Mellons worked their farm, was well named. In the long winter months Tom and his mother wove flax and made grain bags, which sold for 2s. each.

By economy and frugal living the Mellons weathered the storm which ruined so many poor farmers, and when the crisis ended and trade became normal they began to forge ahead.

Tom's earliest memories were of work. As soon as his tiny wrists were strong enough he guided a plough. He tended chickens, sowed, reaped and performed those hundred and one tasks which are always to be done on a farm.

He was nine when he made his first trip to Pittsburgh, the steel centre 21 miles from his home.

Life at Poverty Point was hard. The city lured him. He wanted to see those town dwellers, those people who, miraculously it seemed to him, had escaped the drudgery of farming.

And it was at Negleystown, on his way to Pittsburgh, that he had seen the great mansion, and that the first of his ambitions was born.

At Pittsburgh Tom saw the wonders of the city. He saw a steam cotton mill at work; he saw the great iron foundries where men toiled in an inferno of white hot metal; he saw a glass factory.

And he saw, as he had wished to see, the men and women who had escaped the slavery of the plough.

In him, as he walked home the next day, was a great enthusiasm for the city and its wonders. But there was a coldness in his father's eyes when the boy talked excitedly of the splendours he had seen.

Discontent

There was a strong vein of the old Puritan in Andrew Mellon. Cities, he told his son, were breeding grounds of sin and vanity.

So the soil was good. Out of toil on the good earth a man could get an honest living, free from the corruption of greed and ambition.

Young Tom took his father's sermon to heart and resigned himself to spending a lifetime on the land. Then, in his fourteenth year, he borrowed from a neighbour Benjamin Franklin's autobiography.

That book had a profound effect on the boy. It proved that those born even poorer than himself could forge ahead in life.

So he began a quest for knowledge. He hated the country school where he was taught. He disliked his companions, their rudeness, their vulgarity. And when he could he borrowed books and pored over them.

The more he read the more bitter became his discontent. Always the smoke stacks of Pittsburgh were beckoning.

And always the father set himself resolutely against such an adventure. Young Mellon was seventeen when his father decided the time had come for the lad to stand on his own. After much argument the son was persuaded to take over a farm near his father's. Tom went to see the farm. As he

surveyed the wide acres he saw not brown earth or growing crops, but the wreck of all his hopes, all his ambitions.

The great mansion of Negleystown flashed back in his memory, the life and bustle of Pittsburgh echoed in his mind, and he knew that once the tyranny of the land claimed him, his dreams of wealth and fame and leisure would have to be put away for ever.

The discontent surged within him. And in a flash he knew that he had to fight for what he held so dear.

With a gesture of defiance he flung over a fence the axe he was carrying, put on his coat and ran blindly away. . . . ran until he thought his rebellious heart would break, towards the warm, friendly smoke of Pittsburgh.

For once the puritanical father was moved. The deal for Tom's farm was called off. And he was given the chance to study at Western University, Pittsburgh.

For five years he pored over his books. He had little money. His father remained unconvinced about the chances of success in the steel city. But his mother, with greater understanding, stunted herself to give him a pound or two whenever she saw him.

Ambition

And so after years of penury and struggle young Mellon came to the parting of the ways. The Church or the Law?

There lay his choice. There was little prospect of wealth as a minister, and Tom decided on the law, signing indentures with Charles Shaler, a former judge.

Thomas Mellon was twenty-five when he opened his own office as a lawyer near the Court House in Pittsburgh.

His capital, mostly invested in law books, was 700 dollars.

At the end of the first year he knew that he had made good. His practice was thriving and he had made 1,500 dollars.

All the time as he pursued his ambitions, he lived frugally on two dollars a week. As his cash resources grew he turned financier, advancing money on mortgages and notes of hand.

Five years after he began to practise Mellon was worth 12,000 dollars. He looked round for investments, and started to speculate in real estate.

Pittsburgh was growing. Its chimneys and steel works demanded ever more workers. And houses sprang up like mushrooms overnight.

Money flowed steadily into Mellon's banking account. And then, one day, he found himself an honoured visitor to the house which had aroused in him as a boy such yearning and such dreaming—the splendid mansion of Negleystown.

Not so splendid in the eyes of the man, but still a solid, comforting house. And in those gardens which he had once admired so deeply Mellon was left alone with Sarah Jane Negley, the daughter of the house.

Foresight

Moonlight . . . a kiss accepted and given. . . . Thomas Mellon had, in his own words, "crossed the rubicon."

The poor boy who had stood outside the gates had stormed the citadel. He and Sarah married in 1843.

A judgeship was offered Mellon. He accepted. For years while business languished, he meted out justice. About 1862 trade began to pick up, and in 1863 Mellon resigned from the Bench.

The prospect of good business was too much for him. All around he saw chances of making money, chances he could not take because of his judicial position.

And so he launched himself again on the sea of business. He made money hand over fist and expanding Pittsburgh helped him.

Even while Andrew Carnegie was working as a boy in a Pittsburgh steel rolling mill, Thomas Mellon was nearing his first million.

Then in 1870 came his great decision. He founded the private banking firm of Thomas Mellon and Sons.

There were three sons. And none of them was spoiled. Thomas Mellon knew the value of effort and he was determined that his sons should know it, too.

One of those sons was Andrew William Mellon, the great Andrew Mellon, industrialist and banker, at one time worth a thousand million dollars and reckoned the third richest man in the world.

Andrew Mellon early in life showed sound financial judgment. He was seventeen when, with his younger brother, Richard, he applied for his first business loan.

And the financier whose aid he sought was Judge Thomas Mellon, his banker father. But there was little family atmosphere in the room where the two

The faces of the boys lit up until they had to pay 16 per cent. on the loan as against the prevailing rate of 10 per cent.

"You are a bad risk," he told them. "You have no security to offer."

The boys opened their business at Mansfield. They toiled 15 and 16 hours a day, buying and selling lots and delivering timber and building supplies from the lumber yard.

Then came the Jay Cooke failure. One of those periodic panics swept U.S.A. The Mellon brothers, seeing what was coming, sold out at a good profit after being in business only a year.

Andrew had proved his worth, and at the age of eighteen was taken into the bank to follow in father's footsteps

Such was his financial genius that by the age of twenty-five he was in sole charge of the bank.

And there in the heart of America's industrial might Andrew Mellon began to build up his millions.

At the height of his financial power he controlled corporations with total assets of £2,000,000,000.

He played with millions. From day to day his wealth rose and fell, according to market values.

Once, spectacular rises in the stocks of the Aluminum Company of America and the Gult Oil Corporation of America increased the Mellon fortune by £200,000,000.

Yet with all his millions Andrew Mellon never sought to impress the world. He gave away fortunes; he spent millions of pounds on paintings and sculpture; he founded in Pittsburgh the Mellon Institute for scientific research, the greatest of its kind in the world, with 322 laboratories.

And he remained to his death, three years ago, reserved, self-effacing and retiring.

The Mellon family today own banks and corporations. Their golden resources make them one of the most important factors in American industry.

And yet if the seeds of rebellion had not been sown in the heart of a farmer's son, the Mellons of today might still be as obscure as the puritanical Andrew, the emigrant who saw in cities only sin and vanity.

DO YOU MAKE THIS MISTAKE ABOUT YOUR CHILDREN?

MANY mothers make the same mistake every summer. It may pass almost unnoticed at the time, but because of it children are often left less hardy, and fit to face the winter, than they should be.

Because the days are warm and appetites listless, mothers think that children should be given less nourishing food. Actually this is a serious error.

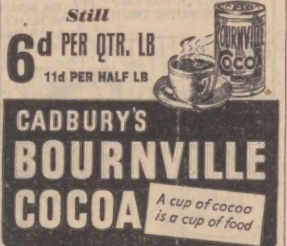
Just because the days are warm and play-hours longer, children burn up more energy in summer than in winter. Unless this energy is replaced by their food they become run down. Of course, this is equally true of grown-ups.

NOURISHING FOODS CAN BE TEMPTING

Although children often turn away from heavy meals in summer, there are ways in which full nourishment can be given to them in a tempting form. Milk, of course, is invaluable. Cadbury's Bournville Cocoa is a fine energy food.

Together they are so delicious that children really enjoy taking the essential nourishment they provide. Bournville Cocoa is excellent at any meal—and so light and easily digested that it is a perfect bedtime drink to give sound and really restoring sleep.

Keep Bournville Cocoa in the front of your mind as a summer standby.



BLADDER COMFORT

NO MORE DISTURBED NIGHTS

Bladder irritation is more troublesome when it disturbs one's sleep. You need the mild, soothing antiseptic provided in "SHADPORTERS" (Shadforth brand Bladder Comforters). They act like a charm. They are prescribed for chill on bladder and kidneys burning, cystitis, prostatitis, leg pains, rheumatism, sciatica, etc. Don't worry yourself into a nervous wreck. Get immediate relief and comfort with this proved remedy. Trial size, 14s. (by post only). Larger sizes 2s. 6d. and 13s. (either by post or by your nearest chemist).

For a limited period only I will send readers of this paper TWO Trial Size packets for the price of one. If after trying one you are not completely satisfied, return the other unopened and your money will be refunded in full. Send 14d. today with this coupon asking for "SHADPORTERS" to: Mr. W. SHADFORTH, P.O. Box 1, M.P.S., SHADFORTH, PRESIDENT SERVICE, LTD., (Dept. P. 25), 65, King William St., London, E.C.4

SHADFORTH, PRESIDENT SERVICE, LTD., (Dept. P. 25), 65, King William St., London, E.C.4

SAVINGS CERTIFICATES DEFENCE BONDS POST OFFICE AND TRUSTEE SAVINGS BANK



When there's a big job of work to be done it's a British instinct to "lend a hand." Today Britain is faced with the biggest job of work in all history—to defeat the evil forces of Nazidom once and for all—and in the shortest possible time.

All together now!

We can't all fight with weapons in our hands but everyone—men, women and children, too—can give direct, continuous and personal help by saving as much as they can every week and lending it to the Nation.

JOIN A SAVINGS GROUP
Here's the simplest method—join a War Savings Group (or help to form one in your workshop, office or school). Your weekly savings will, all put together, make

up a great and ever-growing volume of money to back up our fighting forces with ample supplies and equipment.

And remember, too, all the time you are putting by this money you are saving for your own and your children's future.

• Apply to your local Savings Committee, The National Savings Commissioner for your Region, or to the National Savings Committee, London, S.W.1.

SAVE to WIN the WAR

SAVINGS CERTIFICATES DEFENCE BONDS POST OFFICE AND TRUSTEE SAVINGS BANK

Now's the time
to get a Bicycle!



To-day a bicycle is a necessity for all those errands and visits for which a car is "too much bother." It has in fact become fashionable to be seen shopping on a B.S.A. "Streamlight."



In the B.S.A. works every part is "quintessential" made precision-perfect. You get only the best in a B.S.A. "Streamlight."



Steel used for the B.S.A. "Streamlight" Bicycle is specially made by B.S.A. themselves—steel that makes a B.S.A. a lifetime job.



When you are tired at the end of a strenuous day it's easier to ride home on a B.S.A. "Streamlight."

B.S.A. "Streamlight" Models (men's or women's) from £6.3.9

10/- DEPOSIT on all models, and from 2/11 weekly

Here's why you
should get the
NEW



Streamlight

A Bicycle made for you

Just watch the roads and notice how people in your own walk of life are "getting there" by bicycle. But notice also how they ride B.S.A. For, people who must have the best know they get it when they buy a light, easy-riding B.S.A. "Streamlight." B.S.A. have always excelled in craftsmanship—in engineering and research that is consistently ahead of the times. That's why the B.S.A. "Streamlight" Bicycle offers you comfort, safety, durability and the lightness so essential to luxury cycling.

NO OTHER BICYCLE HAS THESE 6 FEATURES

1. "Duraglem" Extra-Coat Process of Rust-proofing and Enamelling.
2. Gracefully designed B.S.A. "Fulkrum" Reinforced Fork Crown.
3. "Stanchrome" long-wearing plating.
4. B.S.A. "Spinway" Precision - Balanced Chainwheel.
5. The Famous B.S.A. Hubs.
6. Every part "Quintessential" to conform with the standard of precision implicit in the great B.S.A. name.

And many other exclusive features for which you pay no extra.

MAIL THIS COUPON TO B.S.A. CYCLES LTD
59, Armoury Road, Birmingham, 11

Please send me FREE a fully illustrated copy of "TRAVEL IN WAR TIME" by E. J. MORTON, author of "In Search of England" and "The catalogue of the B.S.A. 'Streamlight' Range."

Name _____ Address _____

B.S.A. Cycles Limited, 59, Armoury Road, Birmingham, 11

I CHANGED TO ERINMORE
TOBACCO ON BUDGET DAY

CHEER UP! You can get a tip-top tobacco at 1/2 an ounce. Change to Erinmore as others have done. As fragrant a tobacco as you've ever tried, cool smoking, and with a flavour all its own. Economical too. Try a packet today.

ERINMORE TOBACCO
FLAKE, MIXTURE, FLAKE READY RUBBED, FLUG, SHAG
MURRAY, SONS AND CO. LTD., BELFAST

1/2 D OZ

IT'S NARVIK THAT

WILL Germany invade Sweden? In these days when big decisions are made with a haste that would have amazed any previous generation; when tremendous issues follow after each other so closely; it is scarcely safe to deny that the least likely development will tomorrow have become an accomplished fact.

Yet, provided we understand aright our enemies' motives, we are less likely to be surprised at their actions. This Scandinavian crisis is a logical result of our blockade, the clearest proof as to its pressure; and despite all fog of war, the scanty news, the rumours and theories, the basic motive for landing in Norway was primarily not the seizing of Oslo or Bergen. Even the possession of the Norwegian aerodromes must be regarded as part of the methods for attaining the one outstanding object.

First and last it is that one which caused Hitler to gamble. Narvik was the all-year-round port for the iron shipment on the west, and Lulea on the east so long as this harbour remains free of ice.

Any day after the end of next week that flood which runs up from the Gulf of Bothnia should again become navigable, the ore-loading apparatus in full working order, pilots waiting to bring steamers from outside through the local strong current to the quays.

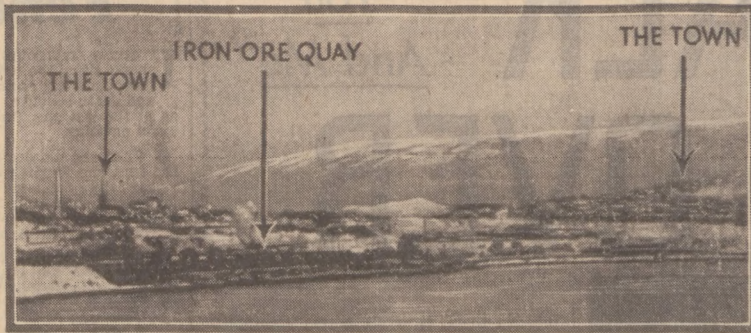
But how many German vessels will arrive? How many get back?

FULL OF PERIL

At any rate, now that Narvik is in our hands, and although the Swedes at Lulea may load German holds with every despatch, our enemies will still not be able to fetch sufficient quantities from Gallivare before the end of summer, by which time Germany's iron famine will have become acute.

So long as we control Narvik, we control most of this much-desired ore. Therefore it may be expected that the decisive contest will be as to who shall have the use of this exit.

But suppose that eventually German troops after stiff fighting should capture Narvik? Suppose the railway up to the mines was put back in working order? And German cargo steamers were loaded to the hatches?



MATTERS!

Countries, or inaugurated a campaign at the south-east end of Europe.

But will Germany invade Sweden? She might, she might not. Hitler's plan for seizing Norway well planned, and cleverly executed though it was, cost him so heavily in ships of war and transport, to say nothing of men and aircraft, that even he may not care to repeat such an expensive aggression.

All the same, he might be callous enough to make the attempt. Thwarted from use of the Narvik sea-route, he might require that this magnetic ore be fetched from Gallivare within the Arctic Circle southwards right across Sweden by railway to Malmo, there loaded in steamers, and so reach Germany after a brief and easy sea-passage.

Malmo is one of the largest and best Swedish harbours, scarcely ever closed by ice, ample water, plenty of quays and cranes, so that railway trucks could go right alongside steamships.

But German mentality being what it is, Swedish railways being chiefly single-tracked, it is easy enough to perceive international friction beginning quite early.

The Hitler war-leaders would not stop at reasonable facilities, protests would culminate in threats to take over harbour and railways alike.

Then, perhaps, sudden invasion of Sweden as the final act. And all because Germany must have iron.

A further consideration to be stressed is that during the summer months till the end of July there is so little darkness during the North Sea voyage from Narvik that ore-steamers—however carefully routed—could enjoy little enough cover of night.

EASY CHANNELS

SWEDEN is most anxious to keep out of the war, yet it may well be that a time comes when national pride has either to suffer a mortal injury or stand up and fight.

That one item of Scandinavian territorial waters is full of potential trouble. Consider, for example, the incidents of the Altmarm and other ships before Norway's invasion; and the geographical conditions all the way from Gothenberg in Sweden right away north past Stromstad to Oslo Fiord.

It is not merely theoretically possible for vessels to avoid the Kaltega's usual sea-tracks, but navigationally practicable. I myself have threaded my course inside all that distance beyond the Norwegian-Swedish frontier among the large and small islands; finding deep water, good marks, excellent light-houses, occasionally some tricky channel, but everything all right even in darkness.

Only fog thereabouts worries the mariner, and then the local pilots themselves let go anchor till it clears. During the war of 1914-18 these inner channels were normally used chiefly by small coasters and big Diesel-engine fishing-vessels, were considerably frequented by all neutral steamers so as to avoid attentions from U-boats.

But Germans have long been intimately acquainted with such waters. Yachts, steamers, even naval cruisers, flying the Swastika ensign, are seen there from time to time.

How, then, could German transports this spring, bound north for Oslo Fiord, escorted by their torpedo-boats, be expected to "play the game" and keep away from the main lanes?

Timing their arrival to coincide with the dark hours, with all lights out and navigating officers knowing every inch of the journey, while fishing vessels slept soundly in their lonely homes, German steamers laden with troops or supplies could take advantage where British naval units would not illegally trespass.

GERMAN KULTUR

UNTIL the last war Sweden was largely pro-German on its eastern coast. These sympathies arose especially because in matters of commerce the general interest stretched across the Baltic to Germany's ports.

Culturally, too, Stockholm was quite 75 per cent. pro-German, Teutonic influences being perpetuated through the many Teutonic professors and teachers. After 1918 and the Kaiser's abdication, this ancient Germanic feeling was partially, though not wholly, allowed to lapse. Today the disgust against Nazi ideals has tended to lessen whatever admiration of Teutonic ideals still prospered.

On the west coast, however, so much trade has always been carried on between England and Gothenberg; so many Swedish families can boast of at least one English or Scottish ancestor, and so much reading of English books goes on that at least 50 per cent. of the population are pro-British in sentiment.

To such an extent does this prevail

that a cynic from Stockholm will declare that when it rains in London, every well-dressed man in Gothenberg will turn up the bottoms of his trousers. But, should Hitler, either by direct intention or some trumped-up excuse, carry the Norwegian hostilities into Sweden, then what can we expect?

Certainly not the walk-over such as started at Oslo. Without wasting too much time over figures, let the following facts speak for themselves. Sweden, with her population of 6,310,000 and able to put an army of 500,000 men in the field, has double Norway's potentiality.

While I do not rate the Swedish Navy so highly as some writers do in comparing German naval strength, yet the former is sufficiently powerful to be reckoned as a serious menace against an invading force.

Much would depend on how these respective forces were employed.

ENVIOUS EYES

IT is true that Sweden on paper owns eight battleships, but how would they work out on water? They are neither big, nor modern, nor fast. The best three are the Drottning, Victoria, Gustav, and Sverige, each being of only 7,000 tons and 22 knots speed, yet mounting four 11 in. guns.

Though to some extent reconstructed since, actually this trio was built before 1918.

Thus, when confronted with a German so-called "pocket-battleship" of 10,000 tons, 26 knots, and six 11 in. guns, the latter by being able to choose her own range as well as having superiority of shells, to say nothing of being a steeper gun-platform, should be more than a match individually.

Then, again, while the Swedish Oscar II, of 4,150 tons, and the four, Aran, Wasa, Manilgheten, Tapperheten, each of 3,700 tons, are all not less than 33 years old, mounting two 8.3 in. guns apiece, able to steam no faster than 18 knots, this quartette would have little chance against the German two modern 10,000 tons heavy cruisers (mounting each eight 8 in. guns) and the two 6,000 tons light cruisers each carrying nine 6 in. guns but able to steam at 22 knots.

Sweden's aircraft-carrier Gotland, of 4,600 tons and 27 knots, compares unfavourably with Germany's recently commissioned aircraft-carrier of about 20,000 tons and 32 knots. Nor need the Swedish 4,100 tons light cruiser Flygla, with her eight 6 in. guns and only 21 knots, be regarded as the equal of her German sisters.

Nevertheless in respect of destroyers the two nations are better balanced, re-collecting Germany's recent losses and Sweden's purchase from Italy.

The position then today may be summed up thus: while the Swedes are in no condition for contesting by sea against a first-class power, they are afloat strong enough to endanger German transports whether escorted or not. Moreover, in any Anglo-Swedish co-operation the tempo, in addition to our Navy of twenty destroyers plus the Gotland would be of distinct value.

The latter, while able to carry only

By Lieut.-Commander
E. KEBLE
CHATTERTON

half a dozen planes, is fitted also for minelaying, and her light draught would be appreciated for certain parts of the Baltic.

On the whole it is by no means likely that Hitler will wish to embroil himself with Sweden. The Norwegian venture did not work out with that celerity and completion that had been planned.

Success breeds success, but resistance and delay stop the generated impetus.

While it would be unwise to gloss over the immensely difficult task with which the Allied forces have had to contend, or the serious task that lies before us this summer, yet we hold Narvik.

The gambling, speculative nature of this Norwegian invasion becomes more obvious every day, and only those imaginations with limited vision can avoid perceiving that in the long run such a gamble will not pay.

Contrariwise, the time for squaring accounts will bring with it a severely heavy bill, and this must be settled before long.

That immensely powerful weapon, the British blockade, is the irresistible steel wall against which our opponents battered themselves both in the last war and this.

German aeroplanes are doing their utmost, creating ceaseless inconvenience, yet their efforts will never decide the war as a whole, and presently our own air strength will be on the summit.

But it is curious as every end and turn to note how this blockade principle penetrates right through the Scandinavian shipping industry.

By the end of the last war Norway, Sweden, Denmark had amassed large shipping fortunes, and well they understood that it was British coal which kept their steamers earning big dividends.

Had those three countries thrown in their lot with the Germans, then bunkers would have remained empty.

But, after peace, the Scandinavians reinvested their profits, and this time chiefly in Diesel-engine motor-ships which provided a greater independence as to fuel.

Thus today while Sweden owns about 1,300 vessels of commerce, roughly 450 already are motor-driven and the rest use steam. So too, out of Denmark's mercantile marine numbering, roughly, 700 300 were Diesel-engine, while in Norwegian tonnage the proportion of motor ships to steamers was even higher still as 675 to 1,312.

In certain circumstances, we might see Germany casting envious eyes on Swedish shipyards at Gothenberg and Malmo, yet during the present war how could the capture of all Sweden's maritime facilities be of much use unless and until our enemy should build up a real navy to guarantee its commercial shipping?

MAJOR CRISIS

MOREOVER, however angry Hitler might become that ore deposits should continue outside his reach—however much he would prefer to have the source in his own hands—Sweden has been forewarned.

She would delay German advance more determinedly than was the case with Denmark and across the border.

Summer would have come and gone, loaded vessels still not steaming south from Narvik, ice soon forming to close Lulea for another winter.

And meanwhile shortage of shells, shortage of steel plates for building of surface war-vessels and U-boats, creating a major crisis.

So long as we are controlling the port of Narvik, we can afford the present campaign time the gambler has to face facts and realise impending destiny.

It may be that, having failed in the north, Hitler may try another venture in the south-east of Europe to save his face. That again will require expenditure of time, but it will not supply her with the iron, the high-grade aviation spirit, the suitable lubrication oils that she needs in vast quantities.

And meanwhile the Allies are able to get across the seas everything requisite. Yes; if Hitler does not achieve a much greater measure of success in Norway during the next three or four months, his temporary gain of territory will have been wasted.

LIFE'S BIG PROBLEMS

HERE'S THE
ACID TEST

By the
People's Friend

He was a junior member of the staff, and he had not been around half as many years as some of us here, but he had the happy knack of making himself liked so that we seem to have known him longer than we actually have.

I, for one, don't ever remember seeing him walk in without a smile and a cheery greeting, and he never had an unpleasant word to say about anyone. That is why his departure has left a real gap in the office besides his vacant desk and chair.

HAVE you ever thought whether you would be missed if you had to go away? Would the folk among whom you have worked think well of you? Would they remember you kindly?

A smooth, veneer of charm, the bluff heartiness of the man who pretends to be a "good fellow," a flair for flattery—these tricks may deceive casual acquaintances.

But it is still true that you can't fool all of the people all of the time, and so you will find that the men who work alongside in factory, shop or your office have you weighed up pretty accurately. Their opinion is an acid test of character because they know the real you. If you doubt me, think for a moment of how well you know the man who works next to you—better, perhaps, than his own family.

You know all his little weaknesses, his good points and his bad. He hasn't time to pose or pretend when he is at work.

THE young fellow who has just left us to serve in the Army passed that test with flying colours. . . . Good luck to him!

SOME PEOPLE STAND THE STRAIN BETTER THAN OTHERS — WHY?



There are 3 Sleep Groups

WHICH DO YOU BELONG TO?

HOW are you taking the war? It's a curious fact that some people suffer much more than others from war strain. Even though they sleep 8 or 9 hours every night they feel depressed, "nervy" and tired.

Scientists explain it by pointing out that a great many people belong to the wrong sleep group. We are all classified into 3 levels or groups of sleep.

Those in the 1st Sleep Group get perfect rest for their brain and nerves even from a short night's sleep. They find they can stand up splendidly to war worry and anxiety.

But the trouble with people in the 2nd and 3rd Sleep Groups is that their brain and nerves are kept active all night by the body's excess acid waste products, which accumulate in the blood.

Scientists searched for a food or drink that would neutralize those excess acid waste products. Horlicks alone proved completely successful. Taken at bedtime, Horlicks gives body, nerves and brain complete repose, and ensures 1st Group Sleep every night.

Start taking Horlicks tonight. This nourishing, well-balanced food will neutralize the acid waste products that keep nerves and brain active during sleep, thus guarding against Night Starvation. See how much more energetic and hopeful you will feel. The longer the war lasts, the more urgently you need the restful, restorative 1st Group Sleep that Horlicks gives.

Prices from 2/- at all chemists and grocers. Mixture 6d and 1/-.

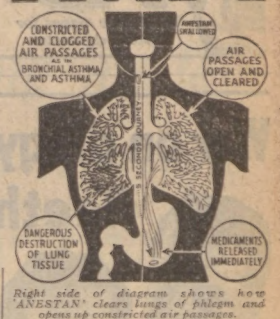
HORLICKS at bedtime gives you 1st GROUP SLEEP

'ANESTAN' HAS BROUGHT JOY TO THOUSANDS WHO HAVE SUFFERED THE TORTURES OF

ASTHMA

FEARS ENDED BY
THE SPEED & SAFETY
OF 'ANESTAN'

WONDERFUL RELIEF
BEGINS IN 30 SECONDS
—EVEN IN THE!
WORST ATTACKS!



Thousands of Asthma sufferers have lost all fear of their dread complaint—thanks to 'Anestan'. Thousands who felt depressed by the mere knowledge that Asthma had them in its grip have won back their confidence. Thousands afraid to go to bed now enjoy the healing boon of peaceful sleep.

RELIEF—SWIFT AND SAFE

No wonder thousands bless the day they turned to 'Anestan'. From the very first relief came to them swiftly. It came swiftly, for 'Anestan' is especially compounded for quick action. The speed and safety of 'Anestan' alone gave confidence to thousands. But the good effects of 'Anestan' go further. Its "30-seconds-relief" saves Heart, Lungs and Arteries from strain. It taken in time the threatened attack fades away before strain can get a start. Nature gets time to recover. As you gain resistance, attacks become fewer and fewer, finally rare, if they do not cease altogether.

THE 3 MASTER SYMPTOMS OF ASTHMA The distresses of Asthma are due to the swelling inside your bronchial tubes (Master Symptom 1). Thick phlegm pours into these already narrowed tubes (Master Symptom 2). The diaphragm—the breathing muscle—stiffens like a board (Master Symptom 3). 'Anestan' conquers these Master Symptoms—reduces swelling, liquefies phlegm, unlocks diaphragm. That is the secret of 'Anestan's' success.

INSIST ON ANESTAN

Sold by all Registered Chemists, 10 effective doses 1/6, (30 doses) 4/-, (60 doses) 7/-, (120 doses) 12/-. Free Booklet on Asthma and Bronchitis on request.

ANESTAN LIMITED (DEPT. A.P.), 59, Brook Street, London, W.1.

ONE PENNY

buys
SHEFFIELD'S
SHARPEST
BLADE

Made in
a 400-ton
week factory

KEATING'S KILLS

ANTS
MOTHS
BEETLES
FLEAS etc. — even bugs

Carbols: 2d., 6d., 1/-, Powder Flask 1/-

A MESSAGE



The Social Telegram Service

5/- FOR 12 WORDS

to any part of the British Empire

WHAT A THRILL for that friend or relation of yours, now thousands of miles away, to get a birthday telegram from you, or a cheery message on some other special occasion! And how inexpensive it is to send, since Cable and Wireless Limited started their popular Social Telegram Service a year ago!

Hand in your message at any Postal Telegraph Office or Office of Cable and Wireless Limited. The only British owned and operated Telegraph Company. MAIN TELEGRAPH STATION: ELECTRA HOUSE, MOORGATE, LONDON, E.C.2.

For full conditions governing this service (which does not at present embrace Canada or Eire) inquire at any Postal Telegraph Office or Office of Cable and Wireless Ltd.

JUST LIKE DADS!

Made from the same material and with the same care as Dad's famous "232" flannels, they look smart and give extraordinarily long wear. Single breasted and double breasted styles, trousers or shorts. And prices are easy on your purse.

Sold Everywhere

'232' JUNIOR BOYS' FLANNELS

GUARDS CLOTHING, DURWARD STREET, LONDON.

HAVE YOU ANY OF THESE SYMPTOMS?

1. Are you depressed?
2. Is your complexion poor?
3. Is your tongue coated?
4. Are the whites of your eyes muddy?
5. Do you feel tired in the morning?

THESE are the symptoms of a complaint which robs your life of a good deal of pleasure, which affects your job, and makes you irritable and lazy. Often it forms the basis for serious diseases. Yet thousands of people suffer from it without really knowing that they are ill.

This complaint hasn't got a high-sounding Latin name—perhaps people would take more notice if it had. It's just called "constipation." Constipation is caused through lack of moisture in the colon. The colon then absorbs poisons from accumulating waste matter, which it distributes through the bloodstream. If you have any of the above symptoms—the symptoms of constipation—try this simple treatment.

Take enough Kruschen Salts to cover a sixpence, dissolved in tea or warm water first thing every morning. Kruschen attracts moisture to the colon, and easy, natural evacuation follows, and accumulated poisons are thus eliminated. At the same time, Kruschen causes the liver and kidneys to be flushed, in this way purifying the bloodstream.

Unlike other laxatives which must be taken in increasingly larger doses, the Kruschen dose remains the same. Kruschen costs 1/9, 1/- and 6d. at all chemists.—Advt.

30 CIGARETTES for 1/- good ones too

DESPITE THE BUDGET

Join the thousands rolling their own in A.G. paper, and you'll never go back to your old cigarettes. You'll save— but better still, you'll enjoy your smokes more. There's something special in the way A.G. is made that brings out the finer flavour of the tobacco and gives you cooler smokes that last longer. Try it now. But remember, insist on A.G. because only A.G. can do it. Fits all machines and does give better results.



War on dingy Teeth



Sound White Teeth are half-the-battle

Your teeth play an important part in helping you to "win through!" Keep them sparkling white by using this new toothpaste containing 'Milk of Magnesia' brand antacid. 'Milk of Magnesia' by its action in the mouth removes the acid stains so many have on their teeth—especially smokers. Try the only toothpaste that contains 'Milk of Magnesia' and watch your teeth whiten day by day until they become a natural white—and stay white. Phillips' Dental Magnesia containing 75% 'Milk of Magnesia' is the dentifrice to do it every time. Get a tube today. If you have a relative or friend in the "Services," include a tube in your next parcel.

6d., 10d. and 1/6. Sold everywhere.

PHILLIPS' DENTAL MAGNESIA

* 'Milk of Magnesia' is the trade mark of Phillips' preparation of Magnesia.

"MAN O' THE PEOPLE" writes on "Things That Matter To You And Me" LET'S TALK IT OVER

WHATEVER may be the outcome of this week's debate on the Norwegian campaign, it is now clear that the Allies have suffered a reverse. Nothing Mr. Chamberlain said in his guarded, "partial" and interim report could hide this patent fact. And no one in Parliament or out of it could take much comfort from the Premier's vague assurance that "the balance of advantage" remains with us.

Especially as he also pointed out that it is "too soon" to draw up a Norwegian balance-sheet at all!

Not to put too fine a point upon it, the public is sick of this kind of "soothing syrup."

Barely a month ago, Mr. Chamberlain said that he was "ten times more confident" of victory than ever before, and declared, like an old schoolmaster giving a bright boy a benevolent pat on the head, that Hitler had "missed the bus."

Now, after pressure of public opinion had practically forced him to make a statement of sorts, he confesses that, in Southern Norway at least, Hitler's "bus" has turned out to be a steam roller, and that we have been forced "to get out from under!"

THERE comes a time when loyalty to any particular leadership may degenerate into disloyalty to a great cause.

Mr. Chamberlain apparently does not yet realise this. He sees in himself the only possible leader of this country in time of war. And he may be right.

But your correspondent, in common with millions of other "men of the people," is now forced to the conclusion that the Premier is carrying too big a load upon his own shoulders.

And he suggests emphatically that the time has come for Mr. Chamberlain to "unload" at least a part of his immense responsibilities.

For no man of his age—perhaps no man twenty or even thirty years younger—can expect successfully to control the country's entire war effort.

HITLER himself has rejected supreme responsibility for the control of Germany, although he is more than 20 years younger than Chamberlain, vastly self-confident, and armed with dictatorial powers.

He has put Goering in charge of economic and military affairs. Chamberlain must find some British equivalent for the fat Field-Marshal.

He must form an inner War Cabinet—led, perhaps, by Churchill, but consisting in any case of men freed from every task but the active prosecution of this life-or-death struggle.

"Man o' the People" takes this opportunity to warn the Premier that, if he does not appoint a War Cabinet of this kind, he will, sooner or later, be driven from office.

Moreover the "P.M." has admitted his essential and almost sole responsibility. In a recent speech, recorded by "Hansard" but

almost unreported in the Press, he said that Mr. Churchill had asked him to "take over" when matters of vital importance had to be decided by the three Fighting Services.

That simply won't do. We need one man—Mr. Churchill or another—to have and use a casting vote on all Service problems.

A fully efficient Premier has to do a full-time job in politics. He can't direct strategy as well.

IT has been Mr. Chamberlain's habit for many months now to call in Opposition leaders for private discussion shortly before his overdue statements have been made.

Always he has stressed the necessity of "national unity." In effect, he has placed the Opposition "on its honour" not to embarrass him when he "spills"—say, half the sack of official "beans" relating to this question or to that.

Hitherto the Opposition have all been "good boys." Our Attlees and our Greenwoods have reluctantly "toed the line." Rebels, like Sir Archibald Sinclair, have been ignored because they command no important vote in the House.

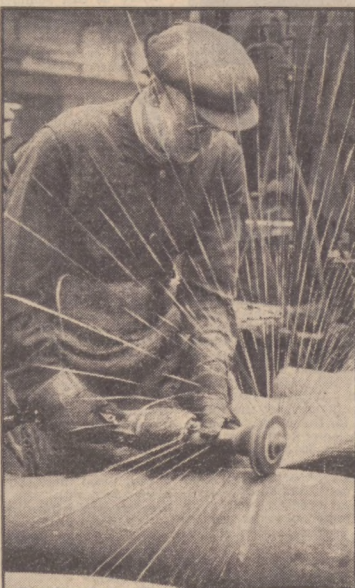
And so Mr. Chamberlain has "got away" with one suave statement after another; so he has dodged the searching, painful questions that he should have been forced to answer; so he has gained time until a miserably short public memory has been switched into less dangerous channels!

It isn't exactly his fault. I think he sincerely believes that public criticism of any Government activity may help the enemy and harm the Allied cause.

But the fact remains that the people of this country have been bamboozled and led to believe that we are making our utmost national effort whereas, in fact, the country is still making a poor and incommensurate show.

LET me be honest: I have, almost unknowingly, made myself a party to the general conspiracy of hush-hush and complacency.

All responsible journalists, I imagine, must be reluctant to criticise the Government in Office when the country is fighting a great war for its very existence.



ONE OF INDUSTRY'S SHOCK TROOPS

And so it happens that on several occasions during recent months I have either "tuned down" my comments or refrained from them altogether rather than encourage destructive criticism of our leaders.

But this reverse in Norway—which our own public has taken philosophically enough but which has had a truly lamentable effect upon neutral opinion—is something which no honest journalist ought to take "lying down."

For it leaves the impression that our leaders are still trying to fight a "gentleman's war" against a gang of the most unscrupulous and bloodthirsty ruffians who have ever held a Continent to ransom or attempted to black-mail the whole civilised world.

WE must not prejudge the coming debate in the House. We ought not, in the heat of our indignation, to minimise the splendid work accomplished by the British and French Navies.

We do not yet know—officially—the name of our Commander-in-Chief in Norway and we have nothing but the vaguest idea of the formidable difficulties which he encountered.

But we are entitled to ask why any attempt was made to dislodge the enemy from Southern Norway if it were hopeless from the start, or, alternatively, why that attempt was abandoned after we had been led to believe that it was progressing favourably.

Make no mistake about it: we were led to believe that very thing. Sir Samuel Hoare, broadcasting the other night, gave us all the impression that our Expeditionary Force was "going great guns" in Southern Norway.

At the time that broadcast was made we had already decided, or so it now appears, to withdraw from Andalsnes.

I can't believe that Sir Samuel knew this, but, as a responsible member of the Government, he certainly ought to have been told about it before he went to the microphone and buoyed us up with false hopes.

NO matter what some of our leaders may fear, the men and women of these islands are very hard to "panic." They take bad news philosophically. Far from de-

CIGARETTE PAPERS

OUR worst enemies," says a politician, "are those who crab Smash-and-crab raiders."

"German propaganda," says an article, "has its opponents will bit of string." But they can't have us on a Ribbon-trop.

TODAY'S PROVERB Your ship won't founder In the stormy blunder. If courage fails Its colours to your mast.

LITTLE ALFIE ON "THIS MERRY MONTH"

We've come to the merry month of May, and Father says who it's going to be merry for he doesn't know. But you can bet that our soldiers, sailors and airmen will see to it that it isn't a merry month for old Nasty.

Father at the moment has got the Budget on his mind but not in the usual way. It's a funny thing, you know. Generally about Budget time Father gets unbearable. Budgets make him hardly fit to live with. He usually has to say "Yes, dear," when he calls the Chancellor of the Exchequer all the vile names he can lay his tongue to. But somehow this year it's different. Altho this is the tuffest Budget theirs ever been, Father hasn't called the Chancellor a

single blew pencil—not even so much as a small pale blue crayon. He just says we must grit our teeth and bite the bullet and then he goes and tucks his belt and puts it on our pipe and smoke it. This shows Father means business.

By golly, I bet the beloved Furor and all his Nasty wud tremble in there brown-paper shoes if they knew they'd got Father so riled that he welcomes a soaking like this one. I mean, they ort to know Father is out after there blood! Meen-while, life in the country isn't as exciting for the likes of me and Horris as we want it to be. I mean, we can't be sweeping the odds and ends of the Nasty Navy off the face of the seas with Guzzin Jack, or helping to clean up the skies with Florrie's Sirrel, who's a corporal in the R.A.F., so, apart from school (a bore!) we have to go on helping Farmer Oates to make pigs and chickens eat for victrola, and to do them justis, they eat



for victory like billio. It's a nice way of winning the war for them, Farmer Oates is also doing a bit of plowing for victrola. It's the long time of the year, of course, but he's plowing up a field that's never been plowed before and that makes it hard becos the ground's very stiff. But the tractor duz the job victrola! This plowing will deprive us of the meadow where we fite a lot of sham battles and do our horse-racing and molder-trials and things like that but if it's going to be used for growing corn, well then that's helping to win the war. And when that war is finally won, Father will feel he can conshenshushly grouse at the Budget again!

CORRESPONDENCE SONG

This wallop in the Budget about increased postage sounds a bit of a staggerer, but to some people it will be a blessing in disguise. If there's one thing in the world I hate (besides Hitlerism), it's writing unnecessary letters.

I've always hated writing. The letters known as "chatty" are a nuisance. They nearly drove me batty. There's Scottish blood within my veins. And no doubt that's what made me hate the idea of writing stuff for which nobody paid me!

THE WORLD ON PARADE

Outlook From The Fence—Gloomy

IT seems traditional that Italy should sit on the fence when her neighbours are engaged in a life and death struggle. In this war, as in the last one, Italy keeps the world guessing.

When she did decide to join in the fray, she fought for more than a year before declaring war on Germany, and even after that she engaged in what was more or less a private scrap with Austria.

British and French fleets received little aid from the Italian Navy in policing the Mediterranean, apart from the waters of the Adriatic.

Hemmed In

TODAY Italy's dilemma is graver than the one which confronted her at the beginning of the last war.

Economic factors are of paramount importance. Apart from mercury, tin and aluminium, Italy must import every mineral used by her war machine. Eighty per cent. of imported raw materials pass through Gibraltar or Suez, gateways controlled by the Allies.

The Po Valley, in which Italy's industries are concentrated is a highly vulnerable area. From the French frontier to Turin is only 35 miles, and

Australia and America tackled the problem scientifically years ago, but in other parts of the world there has been little attempt to plant saplings for future supplies.

Bricks, Too

BUILDING trade which normally employs million and half insured workers and which represents some 10 per cent. of Britain's national activity, is making proposals to ensure that the industry shall not suffer the same chaotic fate as it did in the last war.

This great industry with a yearly expenditure of £400,000,000 uses all home-produced material, with the exception of timber. It provides work indirectly for 2,000,000 operatives in ancillary trades.

FRANCE'S famous Alpine Chasseurs are not organised in regiments, but have a special constitution of their own, while they form what are known as demi-brigades made up of three battalions?

At the North Pole, when there is any daylight, there is neither sunrise nor sunset, the sun being always on the meridian?

WE DON'T WANT HARDSHIP-MONGERS

I'M not saying that the War will be easy, I know we've got plenty to face; but there's something about us that rather revolts, and we feel it's a sort of disgrace when those hardship-mongers chant warnings of the terrible things ahead; for we live while we live, and we fight while we fight, and we DON'T GIVE IN TILL WE'RE DEAD!

WE don't want to be hoodwinked and pampered, that's why Hardship-mongers must cease, for we've set ourselves out to win this War and our Victory will bring the World Peace.

For we're fighting for that which no man shall take, and we're fighting with Courage stripped bare; and not one of us counts the cost of the fight; that's a thing we're all proud to share.

AND we could all make quite as good talkers as those wisecracks who dole out their stuff, who tell us we're in for a terrible time—well, we'll know when we've had quite enough. And that will be when we've DEFEATED the Enemy Once and for All; till then we will Fight as we've fought down the years, FACE TO GOD AND OUR BACKS TO THE WALL.

the converging mountain passes on the Franco-Italian border place France at a military advantage.

Allied control of the Dardanelles, by preventing supplies reaching Italy from Russia, would add further to the Duce's difficulties.

And, above all, that African Empire in Ethiopia and Libya, garrisoned by 250,000 men, would be broken up. And Mussolini's life ambition as an Empire builder would be shattered.

Open Spaces

DICTATORS who cry stridently for living room, turn a blind eye to facts. There has been no rush of Italians to Abyssinia, despite Mussolini's attempts to colonise his African conquest.

Japan learned the same lesson when she took control of Manchuria with its 400,000 square miles. Held out as a new land of promise to Japanese peasants, the territory has so far attracted fewer than 10,000 families.

Germany was the same, too, in the years before the last war. Her colonies were overrun by soldiers and officials who greatly outnumbered civilians from the homeland. And most of those civilians stayed only about a year before returning home.

Axe Peril

ALTHOUGH the world has 6,000 million acres of productive forest land a shortage of timber may arise in the future.

Two great wars in the past 25 years have increased the gap between afforestation and the ravaging of forests for supplies. Even in normal times the world annually uses 40,000,000 tons of wood in the manufacture of paper.

In war time the consumption of timber continues, but little is done to make good the cutting down of trees.

This increase in the postage I regarded as a boom. Until I met old Uncle Fred, who made me change my tune. He said the tax was meant to bring a large new income in. And I ought to write more letters still. And help the war to win.

I'd feel a dashed sight better if I could neglect each letter. Instead of sending answers by the score.

The man who writes my income tax too often writes to me. I wish the postage on it's stuff was as high as high could be. But he sends it all for nothing—how I wish he would agree. That he won't write any letters any more.

WISDOM WALK BY WEEK The enemy is at the bottom of most of the lies we hear, but truth will come out on top.

POSER

A PAIR 8 in. deep has top and bottom internal diameters of respectively 10.5 in. and 7 in. In the pair is water-glass solution to a depth of 4 in. In this are placed 78 eggs, and the liquid rises just to the brim of the pair. What is the average volume of an egg?

Solution to last Sunday's poser:—Clues 7 and 11 across showed that numbers denoted by 2-15 and 2-11 are both squares, the difference between the two numbers being 31. Only two numbers, 225 and 256 (squares of 15 and 16 respectively), satisfy these conditions. Remainder of puzzle is simple, 2 being 240.

THE LOOKER-ON.

ADVERTISERS' ANNOUNCEMENTS

When it's NO SMOKING by Order

Government Faces Storm On "Go-Slow" War Effort

"CHAMBERLAIN MUST GINGER UP OR GET OUT"

TORY GROUP OF M.P.S. IN REVOLT

BY OUR POLITICAL CORRESPONDENT

MR. CHAMBERLAIN WILL FACE, ON TUESDAY IN THE COMMONS, THE FIRST MAJOR CONDEMNATION OF HIS CONDUCT OF THE WAR. HE WILL BE ATTACKED NOT ONLY FOR THE MUDDLED CAMPAIGN IN NORWAY, BUT ALSO FOR GENERAL SLOWNESS IN ORGANISING BRITAIN'S WAR EFFORT.

Both Mr. Atlee, Leader of the Opposition, and Sir Archibald Sinclair, the Liberal leader, will emphasise that if we are to beat Hitler, Britain must act with more vigour and decision.

The most significant feature of the debate will be the demand by a group of Conservative M.P.s, led by two ex-Cabinet Ministers, that "Chamberlain must be ginged up or go."

Among these members of his own Party there is a growing feeling that Mr. Chamberlain is always too cautious, always too slow and always too late.

Their "rebel" Conservative group is led by Mr. Amery, former Colonial Secretary, and Mr. Hore-Belisha, former Secretary for War. Its members include Mr. Richard Law, son of Mr. Bonar Law, the former Prime Minister.

This Conservative group is anxious to form a truly National Government which will include the best brains of both the Labour and Liberal parties in a united battle against Hitlerism.

Whether the Labour leaders should be empowered to enter such a Government will be considered at the annual conference of the Labour Party at Bournemouth next week-end.

SHAKEN CONFIDENCE

At the moment there is a general feeling that Mr. Chamberlain and his Government will survive the storm. As an indication, however, that confidence in the Premier has been severely shaken there will be a demand by M.P.s that Parliament should remain in session over Whitsuntide.

There is a general realisation that our forces in Norway, deprived of air support, had to face hopeless odds. For that reason M.P.s will agree that a withdrawal was necessary. Nevertheless, they will want to know:

- 1.—Why, when Hitler threatened Scandinavia, did we disband the Finnish force which was in readiness?
- 2.—Why was not Trondheim attacked from the sea?
- 3.—Why should Hitler always be allowed the initiative?
- 4.—How much longer is the Government going to wait before organising our resources? Nearly a million are still unemployed after eight months of war.
- 5.—Why should the Army call-up progress in such easy stages?
- 6.—Where are the R.A.F.'s long-range fighter-bombers?
- 7.—How much longer will the Premier refuse to set up the small War Cabinet which is essential to prompt and vigorous action?

ADVERTISER'S ANNOUNCEMENT

THE SEVEN STAGES OF INDIGESTION

Indigestion starts insidiously. Slight symptoms if neglected rapidly get worse. This is how your pain and danger may develop. At first there is

1 DISCOMFORT AFTER MEALS

Perhaps just a slight feeling of fullness as though you have eaten too much. This is followed by

2 FLATULENCE

with painful distension of the stomach and perhaps belching and a round the heart. This indicates a condition of

3 ACIDITY

which means that too much acid is being manufactured in your stomach. The acid eats away at the stomach lining, causing

4 INFLAMMATION

You cannot digest your food, each meal is followed by a feeling of

5 SICKNESS

Nothing will agree with you, and although you feel hungry you don't eat. As the acid eats away so your condition leads on to

6 ULCERATION

which means that the acid has actually eaten into the stomach lining and if you still neglect it, you may be faced with an

7 OPERATION

At nearly all these stages MACLEAN BRAND Stomach Powder can bring relief. Even at the last stage of all notable results have been achieved. But it is only common sense to realise that the sooner you deal with your digestive trouble the QUICKER will you be free from pain, discomfort and danger.

No case of indigestion is too serious for MACLEAN BRAND Stomach Powder to tackle and conquer.

ACCEPT THIS OFFER!

Get a 10 bottle of MACLEAN BRAND Stomach Powder. If you are not completely satisfied with the results, return the empty carton to Maclean Ltd., Great West Road, Brentford, and the money you paid will be refunded in full. MACLEAN BRAND Stomach Powder is only genuine if the signature "Alex. C. Maclean" appears on bottle carton or tin.

Also in handy tablet form in pocket tins 6's 9's & 12's in bottles 1/3, 2/6 & 5/6 PER BOTTLE

VERY TASTY, VERY SWEET!



Soldiers enjoying a tart from an A.T.S. girl.

SCANTIES WILL BE SCANTIER STILL, AND COST MORE

SPECIAL TO "THE PEOPLE"

BITAIN'S GIRLS WILL HAVE TO WEAR THEIR UNDIES LONGER—NOT IN LENGTH, BUT IN TIME. MUCH OF THE RAYON (ARTIFICIAL SILK) OF WHICH THESE AND OTHER GARMENTS ARE MADE IS BEING DIVERTED

TO WAR PURPOSES.

BANNED:

Books, Maps For Abroad

THE despatch to many countries of a number of articles without a permit is prohibited under a new Order issued by the Minister of Information yesterday.

The Order applies to

Postal packets containing newspapers, books, manuscripts, cuttings, maps, plans, sketches, drawings, photographs, literature for the blind, postage or revenue stamps, official dies or seals, and any goods or commodities.

Exception is made for communications to British troops, interned British or Allied subjects, trade documents, cheques and negotiable securities.

The Order applies to all European countries, except France, and to Japan, China, Thailand, the U.S.S.R. and their Dependencies.

MEN PROUD TO SERVE BRITAIN NEED AID

About 7,000 Newfoundlanders will soon be in this country for service with the Navy, Army and Air Force, and as expert loggers working for the Timber Control.

Neither fear of death nor the bitterness of the economic distress from which Newfoundland has been suffering can dull their loyalty to the "Motherland."

But when they get leave they have barely enough money to get board and lodging here, let alone the simple pleasures of sightseeing. That is where you can help.

The Newfoundland War Contingent Association has been formed with headquarters at the offices of the Newfoundland Trade Commissioners, 58, Victoria St., S.W., to do everything possible for the comfort and interest of these men. Cash and gifts should be sent to that address.

SHOT-WOUNDS OF SOLDIER AND GIRL

Rochdale, Saturday.

A PRIVATE in the Royal Army Ordnance Corps and a girl have been detained in Rochdale Infirmary suffering from bullet wounds.

They are Private Geoffrey Wilson, aged twenty-three, whose home is Otley-rd., Harrogate, and Gladys Margaret Brown, also aged twenty-three, of Colclough-lane, Burnley.

It is understood that Wilson called at a police station and spoke about a motor-car along the road.

He took out a revolver, a shot was fired, and he fell with a wound in the chest.

Later, police found Miss Brown with a wound in the chest in a motor-car.

NOW THEY'RE TELLING US!

New York, Saturday.

A MERICAN reaction to the Allied re-land verses in Norway was summed up by a headline over an editorial article in the "New York World-Telegram" today, which read: "In 1915 it looked bad, too."

DON'T GOSSIP

Girls Worst Offenders

YOUNG GIRLS ARE THE WORST OFFENDERS AGAINST THE GOSSIP CAMPAIGN.

In buses, trains and restaurants they can be heard talking of matters which could easily be of direct help to the enemy.

In a Fleet-st. café a girl persisted in talking in a loud voice of the activities of her fiancé in the Army. Everyone could hear what regiment he was in, and also that he had been moved from one station in England to another. She named both places.

When told she might be giving away official secrets, she was very indignant. But girls are not the only offenders. Even soldiers sometimes fail to guard their tongues.

R.A.F. NEED SAILORS

AMATEUR yachtmen and weekend sailors, aged between eighteen and forty-two, now have an opportunity to join the R.A.F. to man the fast, high-powered motor boats and tenders of the Coastal Command.

Members of motor-boat crews showing ability and initiative may be recommended for commissions.

Volunteers must be able to swim, should have some knowledge of marine engines, and be able to handle motor-boats.

FOR THE TIRED BUSINESS WOMAN

Dallas, Texas, Saturday.

WHILE England argues about undress on the stage, America is introducing the scantily dressed male for the benefit of the "tired business woman."

At a roadside café, where scantily-clad waitresses stood with

WOMAN WINS BILLETING TEST CASE

A SUMMONS against Mrs. Phyllis Toone, of Billesdon, alleging that she refused to accommodate two evacuees and thereby failed to comply with the billeting notice, was dismissed by the East Norton (Leicestershire) magistrates yesterday.

The case had been sent back by the High Court after an appeal against the magistrates' decision that a householder could appeal to a billeting tribunal before accepting a billeting notice.

It was decided by the High Court that the magistrates were wrong; that a householder was bound to take in evacuees on being requested to do so. The case was regarded as a test on the billeting notice.

In evidence yesterday, Mrs. Toone said she had two other evacuees. While they were with her she bought them extra food and clothing and had arranged to take them to Devon for a holiday. Despite all these efforts, their parents took them away.

"TWO LAWS"

"I told the billeting officer that there appears to be one law for the parents and one for the householder," she said. When she was asked to take the second pair of evacuee children she was an A.R.P. warden and her husband was in an observer corps.

Sir Arthur Hazlerigg, the chairman, said that the Bench considered that magistrates should be told when tribunals were being selected, and that the billeting question should be supervised by the police, with voluntary workers.

Sir Arthur Hazlerigg said last night that the case was not dismissed because they disagreed with the High Court ruling.

"The Judges," he said, "hinted to us that we could deal with the case as we thought fit, and as there were certain extenuating circumstances we dismissed it under the Probation of Offenders Act."

REDS' FUNDS

Hindering War, Says M.P.

QUESTIONS about the funds of the Communist Party in Britain are to be asked in the Commons on Tuesday by Sir Wm. Davison, Conservative M.P. for South Kensington.

He will ask the Home Secretary whether he is aware that

"The Communist Party has large funds placed at its disposal from abroad, as to which no accounts are published, which are used for subversive propaganda and for the publication of leaflets, and other printed matter with the object of hindering the national war effort."

Sir William will ask when the proposed new regulations for dealing with such bodies will come into operation.

MOTHER REPRIEVED

The Home Secretary has recommended a reprieve for Georgina Cashmere, aged forty-one, of Prescott-rd., Liverpool, who was sentenced to death at Manchester Assizes on Tuesday for the murder of her two-years-old daughter. She had pleaded guilty.

Legion Says—

WIDOWS DON'T GET FAIR DEAL

Special to "The People"

WIDOWS of soldiers, sailors and airmen killed in this war are not getting a fair deal from the Government.

Nor are Service men who have been wounded or disabled.

These allegations will be made at the annual conference of the British Legion, which opens on Whit-Sunday in London. A thousand delegates will be present. They intend to demand a new Pensions Warrant which will—

Raise pensions to the same level as those granted in the last war; Grant a bonus on pensions with every 10 points in the cost of living;

Set up an independent Appeal Tribunal to which pensioners and applicants may take their cases;

Allow widows to claim pensions if their husbands die more than seven years after being wounded.

There are many vague provisions in the present Pensions Warrant, especially where pensions to widows and children are concerned.

The Legion wants a definite statement that these people are entitled to pensions as a right and not as an act of charity.

Boom Coming

MILLIONS MORE IN EXPORTS

By Our Political Correspondent

SIR ANDREW DUNCAN, President of the Board of Trade, is making rapid progress with his plan for increasing British exports.

It is believed that an increase of £150,000,000 a year will be secured.

Commercial attachés, working for the Foreign Office and the Board of Trade, have held meetings with the Ministers of Commerce of more than 30 countries. They have obtained promises that the countries will increase their purchases of British goods.

BREAD TO COST THE SAME

A Government order raising the price of national straight run flour by 3s. 6d. to 28s. 6d. per sack will, it was stated yesterday, make no difference to the price of bread.

EQUAL PAY FOR WOMEN AND MEN ON LAND

THE National Union of Agricultural Workers, at their conference in London yesterday, agreed to the principle of equal pay for men and women for equal work.

The original resolution was that the Women's Land Army should be paid the same rate and have the same conditions of labour as male workers.

But the General Secretary, Mr. W. Holmes, said that in many cases the Women's Land Army were getting better treatment than other women on the farms because they received their clothing.

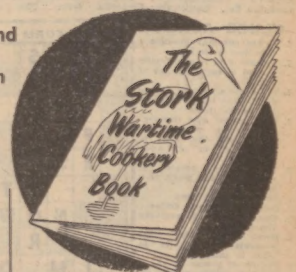
It would be better to agree that all women farm workers should have the same wages as men.

We apologise for having made The Stork Wartime Cookery Book so interesting!

The overwhelming demand has caused some delay in meeting all requests.

WE prepared a special Stork Wartime Cookery Book and offered it free to the public because we felt that it would be really helpful, that housewives all over the country would welcome it.

The welcome has been almost overwhelming; hundreds of thousands of copies have been asked for—and even with extra staff it has been impossible to keep pace with the requests.



We therefore apologise for any delay in sending the books out. We assure everyone who has applied for a Stork Wartime Cookery Book that their request is being dealt with as quickly as possible, but some delay is inevitable.

STORK MARGARINE

Dept. X.416, Unilever House, London, E.C.4

JSC 12-773

"The People's" Secret Service News

TWO HUNDRED Nazi aircraft have been destroyed in the Norwegian campaign. A further 200 have been damaged so badly that they will be out of service for some time, if they are ever usable again.

Our losses of planes in the campaign were ninety, all told. German planes engaged in the operations numbered 1,000. The loss in three weeks, therefore, amounted to 20 per cent. destroyed outright and a further 20 per cent. incapacitated.

NAZI ambassadors at The Hague and Brussels have been instructed by von Ribbentrop to tell the Dutch and Belgian Governments that the time has come for them to reconsider their attitude towards Germany and the Allies.

The Ambassadors are to give the Dutch and Belgians a pledge that Germany does not intend to violate their territory. Then they will be told that if they keep their armies mobilised in the face of this pledge, this will be regarded as evidence of their hostile intentions towards Germany.

In other words: "Demobilise at once or take the consequences."

Hitler is said to have ordered all civilian hospitals within 60 miles of the Siegfried Line to be cleared out and made available for military casualties.

GESTAPO agents are investigating reports that Dr. Ernest Heinkel, the famous Nazi aircraft designer, has been murdered by sabotage agents. He recently crashed and was killed in one of his own planes. The crash was officially announced as an accident, but the Gestapo fears that there is more behind it than that.

British relationships with Portugal are to be brought closer. This step may have important consequences should the war spread.

HITLER is hoping to launch a dozen new U-boats in the next few weeks. They are now approaching completion in the Kiel yards.

Crews are getting scarce, however, and advertisements have had to be inserted in all the leading Nazi newspapers appealing for engineers to come forward to train for U-boat work.

BELGIAN peasants in many parts of the country have picked up sacks of leaves on their farms in the

last few days. Some sacks contained pine leaves, some oak leaves, some beech leaves, and so on; and on each sack a date was written.

Belgian Intelligence believes that the sacks have been dropped from German aeroplanes and that the different sorts of leaves have a code significance for German agents.

BIG IMPROVEMENTS HAVE BEEN MADE RECENTLY IN THE MAGINOT LINE AND THE BRITISH LINES ON THE WESTERN FRONT. PILL-BOXES ARE SPRINGING UP EVERYWHERE. IMPORTANT STRATEGIC RAILWAYS HAVE BEEN ADDED.

Several of these railways have been built to accommodate armoured trains, on which British siege artillery units have guns capable of throwing a shell weighing a ton.

THE big synthetic petrol plant built by Krupp, the Essen armaments firm, is not running so satisfactorily as Goering hoped.

Although it produced large quantities of motor spirit in the past year, the system is so expensive that 8,000,000 marks were lost on the year's working.

Although 800,000 Poles are now working as slaves on German farms, there is still a shortage of labour. Preliminary work is so poorly advanced that smaller crops than usual will have to be sown in many parts of the country.

THE morale of the German population has certainly gone up as a result of latest reports from Norway. But the economic position of Germany is still as desperate as ever.

Nickel supplies are almost exhausted. Capture of the Norwegian nickel supplies at Christiansand refinery will only give them one more month's supply.

Iron ore supplies in the Reich are now down to six weeks' supply. Petrol supplies are down to less than six months' requirements.

THE French Secret Service has just raided the secret headquarters of the Communist Party in Paris, and the five ring-leaders—one woman and four men—have been arrested.

Documents discovered prove that the French Communists are acting as agents of Hitler, as well as of Stalin.

EAGLE STAR INSURANCE COY.

HIGHLY SUCCESSFUL YEAR

PROFITS FROM ALL DEPARTMENTS
Presiding on Monday last at the Annual General Meeting of the Eagle Star Insurance Company, Limited, Sir Edward Mountain, Bart. said that during the year 2,324 new Life Policies were issued for £5,561,684 gross (£5,555,877 net), practically the whole of which was transacted in the United Kingdom. The combined Life and Annuity Funds now stood at £15,330,878 showing an advance of over £218,000 during the year.

FIRE DEPARTMENT
The premium income was £241,682, an increase of £33,218 and from this there emerged a profit of £60,842.

ACCIDENT DEPARTMENT
The premium income from ordinary Personal accident and Sickness Insurance amounted to £282,450. Owing to the cancellation of Newspaper Insurance Contracts during the year there had been a considerable reduction in the premiums under this heading. Claims payments were £41,420 and after providing for outstanding claims and reserving 40 per cent. for unexpired liabilities, there emerged a profit of £18,077 to transfer to Profit and Loss Account.

GENERAL INSURANCE
In the General Insurance Account, dealing with the various miscellaneous classes of Accident business, the premium income again showed an increase and now stood at £511,509. A profit of £100,234 was carried to Profit and Loss Account.

MOTOR DEPARTMENT
Petrol restrictions and increased cost of Car Taxation were responsible for a decrease in the income of this Department from £1,607,231 in 1938 to £1,573,584 in 1939. Claims paid and outstanding amounted to £287,555 and a profit of £19,882 had been transferred to Profit and Loss Account.

MARINE DEPARTMENT
In that account £313,108 was brought forward, while the net premiums amounted to £426,899, making a total of £749,007, against which there had been claims for the year 1939 and previous years amounting to £174,184. Expenses of Management, including Taxes, amounted to £66,029. After having transferred £25,000 to the Profit and Loss Account the Marine Fund stood at £481,793, or 112.85 per cent. of the premium income.

PROFIT AND LOSS ACCOUNT
The amount brought forward last year was £402,134. Interest earnings, plus fixed fees and credits from various sources, amounted to £608,327, together producing a total of £1,010,461. After providing for the dividends, expenses of Management not charged to the Profit and Loss Account, including N.D.C. Office Equipment, Bad Debts, and writing off fully an item of £1,748, expenses in connection with Air Raid Precautions, the balance carried forward was £493,364. The Carry Forward in Profit and Loss during the last two years had been reduced by approximately £200,000. The interest earnings alone more than covered the total dividend.

INVESTMENT RESERVE
In order to provide for the depreciation which occurred during the year in the values of securities held by the Company, they had transferred £350,000 from their Contingencies Account to Investment Reserve, which now stood at £650,000 and was more than sufficient to provide for the difference between the values at which the securities stood in their books and the market value at the end of the year. The heavy depreciation which had occurred during the last three years had been fully provided for each year without touching their General Reserve of two and a half million pounds. The Report and Accounts were unanimously adopted.

LAZY KIDNEYS a cause of BACKACHE

BACKACHE, urinary disorders and rheumatic pains frequently occur when strain, worry or a cold, chill or fever has overtaxed the kidneys. These vital filtering organs are apt to clog up or weaken under the burden and the whole system suffers. Urine wastes and acids from your food remain in the blood instead of being filtered away by the action of healthy kidneys.

Don't drag about in pain, feeling worn out and miserable! Let Doan's Backache Kidney Pills make you well again. They strengthen, stimulate and flush out the kidneys, so that the millions of tiny tubes of which these organs are composed can do their work properly. Thousands of men and women have thanked Doan's Pills for recovery from such or similar ailments. The Report and Accounts were unanimously adopted.

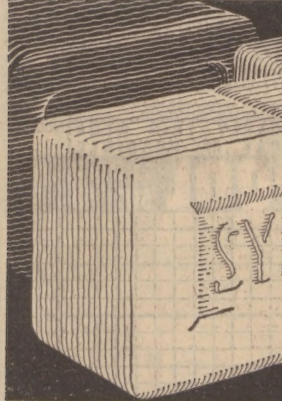
INSIST UPON DOANS, 1/3, 3/-, 5/-

SOLID ZAM-BUK

In addition to Zam-Buk Ointment (see external use), you can also obtain Zam-Buk solid sticks, which are very convenient to carry about. Ask your chemist for Zam-Buk. It is the only one left in position at night they cure while you sleep.

CURES PILES

13 boxes



The modern household soap IS WHITE!

For washing, scrubbing, cleaning right
For making clothes and dishes bright
For keeping your expenses light—
Use Sylvan Soap—the soap that's white!

SYLVAN SOAP 2½D

use SYLVAN and SAVE

THOMAS HADLEY & CO. LIMITED, NEWCASTLE-ON-TYNE AND MANCHESTER

CECIL HADLEY CALLING

HERE THERE & EVERYWHERE

Edward Lyndoe's Predictions

PLAN WITH THE PLANETS

THE month of May should see a lessening of some forms of the present tension. These events should occur mainly from the repercussions of the Full Moon on May 21, and will mark a climax in world affairs.

You can expect events favourable to the democracies.

IN this one thing is obvious. The Norwegian campaign will have reached a point where Germany she thought.

The prospects are not as some people would have us think although considerable difficulties will have to be surmounted.

There are significant indications of the Allies gaining their ends once past the Full Moon period. We must expect of course crises of some magnitude and commensurate losses.

IT is not too early to discuss the results of this campaign. The first is that Germany will be stuck in the middle of the operations with trouble in other quarters. I think it far more likely that she will have to be content with a limited effort there because of pressure elsewhere.

I HAVE frequently asserted the Middle East represents the danger point for Hitler's regime. Early events down there will confirm. Moreover, Russia is bound to be involved, and probably in a way different from that which Hitler had projected.

CURRENT influences will produce another spate of peace talks from Berlin. I do not think that these will be mere baloney, because there are sufficient indications that the German people will have begun to get vocal and will attempt to force the pace.

FROM now until the end of the year there is evidence of much more active participation in the conflict by the U.S.A., and I shall regard it as nothing short of a miracle if intervention of some kind is avoided.

THERE are numerous inquiries from readers about Russia's position. I can say now that so far as anything favourable is concerned there will be no outstanding developments this side of June.

I CANNOT see how anyone capable of reading the charts relating to the three main dictatorships can avoid the conclusion that internal discontent will be rapidly on the increase from the middle of this month.

I have never said that the war would be brought to an end by dissension in Germany. I have always pointed to the so-called "protectors" and do so again now.

FROM Italy, expect an extraordinary statement by the Duce and some amazing moves. He is liable to embark on a venture, primarily designed as a feint, which causes difficulties in the existing regime and a sudden catastrophic event.

No matter how the Duce plans in the next two or three months, he can only play straight into the hands of the democracies.

ABOUT the same time as Mussolini gets busy our Prime Minister will make what will probably amount to an historic gesture, and he will initiate a powerful move which will bear rapid fruits in our favour.

There will be changes in the personnel round him, and drastic alteration in legislation.

I HAVE to admit, however, that neither the Premier nor Mr. Churchill seems likely to be in his present office when 1940 reaches its conclusion.

BRIEF BIRTHDAY INDICATIONS

(Applying to those whose anniversaries occur this week.)

TODAY
NEW IDEAS LIKELY TO PROVE HIGHLY LUCRATIVE. STRONGLY RECOMMEND YOU TO GET DOWN TO THE QUESTION OF EXPANDING YOUR BUSINESS INTERESTS AT AN EARLY DATE. CULTIVATE INITIATIVE!

TOMORROW
Much more happiness in your private relationships. Interesting incidents in the home link up with vital developments in friendships. People younger than yourself play prominent part.

TUESDAY
Disturbing news which will depend upon the manner in which you tackle it. Other people hamper your plans for business expansion, and it would be wise to content yourself with a moderate rate of progress for a time.

WEDNESDAY
Quiet year with everything in your favour. Absence of sizeable difficulties, but results are going to be determined by the use you make of opportunities. Finances are on a sound footing.

THURSDAY
Unusual developments create new set of circumstances. Advise you to adapt yourself as quickly as possible.

FRIDAY
Encouraging year financially, but you will be worried about developments in your private life. Concentrate chiefly on business expansion, for the £ & £ prospects are well above the average.

SATURDAY
Conditions will probably be trying, but there will be little damage if you keep your head and stick to normal routine. New schemes should be postponed.

SUNDAY
Unusual developments create new set of circumstances. Advise you to adapt yourself as quickly as possible.

MONDAY
Monday brings a turn for the better, possibly as a result of encouraging news regarding a friend. Make all arrangements as soon as you can.

TUESDAY
This week sees the end of a number of your worries. Monday a particularly encouraging day, but be careful about Tuesday. Quarrels then may react badly on business interests.

WEDNESDAY
Pleasant week. You meet with unexpected assistance in coping with current problems. An interesting piece of news, or a visit on Monday helps you to clear up one of the questions which have been worrying you.

THURSDAY
Significant developments in the situation can be expected almost at once, and I urge you to make full use of the next day or two for tackling your plans. Monday brings much happier circumstances in your private life, and there may be news of a friend to cheer you up.

FRIDAY
Few outstanding developments. Friday easily the most satisfactory day for handling financial matters. Domestic problems can best be settled on Monday.

SATURDAY
Dull week with little to recommend it. Developments on Tuesday cause a general body of uneasiness, arrangements, and there is little prospect of headway at the moment.

SUNDAY
Dull week with little to recommend it. Developments on Tuesday cause a general body of uneasiness, arrangements, and there is little prospect of headway at the moment.

MONDAY
Monday brings a turn for the better, possibly as a result of encouraging news regarding a friend. Make all arrangements as soon as you can.

TUESDAY
This week sees the end of a number of your worries. Monday a particularly encouraging day, but be careful about Tuesday. Quarrels then may react badly on business interests.

WEDNESDAY
Pleasant week. You meet with unexpected assistance in coping with current problems. An interesting piece of news, or a visit on Monday helps you to clear up one of the questions which have been worrying you.

THURSDAY
Significant developments in the situation can be expected almost at once, and I urge you to make full use of the next day or two for tackling your plans. Monday brings much happier circumstances in your private life, and there may be news of a friend to cheer you up.

FRIDAY
Few outstanding developments. Friday easily the most satisfactory day for handling financial matters. Domestic problems can best be settled on Monday.

SATURDAY
Dull week with little to recommend it. Developments on Tuesday cause a general body of uneasiness, arrangements, and there is little prospect of headway at the moment.

62, Long Acre, London, W.C.

LIFE is one stream of rebuffs! Just as we had braced ourselves up and shrugged off our shoulders the return of Miss D. Lamour in her sarong (if you want to be cute like all the curly-headed film blab boys you call it a tra-la now), what is up and coming to us?

Why Miss Anne Sheridan isn't going to be the oomph girl no longer. Still, we've got till next Sunday to get over it.

OF course, it is only American camouflage for keeping our minds off the way they are winning the war to save democracy by having us fight it for them.

As Hiram K. Gottsberger, Sheriff of Battle Creek, Iowa, says (three thousand miles away from the dust and noise): "Youse guys don't put no pep into your wars. You want to fight 'em all at once and get it over quick. We'll help you and the terms are money on the nail. We democrats must all stick together."

Nice Wolk.

Stoll His Thunder
"Mr. Stoll beat time very competently and kept his head in Tchaikovsky's B flat minor piano concerto. But it would be instructive to hear this orchestra play, for instance, 'Nocturnal' symphony without any conductor at all."

(Music Boy.)
Otherwise Mr. Stoll's conducting seems to have been everything desired.

After all, Mr. Stoll, retaining his head, did more than several of Henry VIII's spouses could do. Not to mention Charles Rex, Mary of Scots Regina, and several of the Virgin Queen's boy friends she didn't take to a lot.

I Favour Their Execution
That space-cramming nuisance, Bert Bernanox, has written me a hot note:

What's the matter with us cornet players? We don't want the milk took out of us. Supposing we do play the Lorst (sic) Chord, what about it? Isn't the Lorst Chord there to be played, or what's it for?

I don't care, I'm unrepentant. All cornet solo players of the "Lorst Chord," all Irish and imitation Irish singers of "Danny Boy," and all orchestras playing "Londonderry Air" should be destroyed, I say. And I mean it—destroyed!

Nice Wolk.

AMIDST all the whining over Norway, excuse a simple guy who ain't no military expert or political correspondent saying a piece of cheerful.

After all we can, next winter, stop Germany getting iron ore from Narvik for six months, can't we. And we have now got over a million tons of Norwegian and Danish shipping working for us instead of taking supplies, via these countries, for Germany.

And there are several other advantages I can think of.

MAKE way for a bright gangster. He says that now cigarettes are the staggering price they are it is up to the manufacturers to follow the lead of the razor-blade makers and stamp each bag Monday, Tuesday, Wednesday . . .

Nice Wolk.

They'll Be Going To The Dogs
THE sport which is going to boom in 1940 is greyhound racing. It is going to boom, not only for the reasons considered, and making a good use of restricted opportunities without whining.

How different from the football clubs which are committed hari-kari when war broke out and have been whining ever since. But then professional football clubs always do whine—peace or war.

Greyhound racing authorities from the word go set out to please their patrons, entertain them and keep them fully informed of everything happening, as example, I must add, followed, say, even improved upon, by speedway racing in later years.

At football matches, as my readers know, but they try to keep everything a secret. They try to keep a few exceptions, even announce the goal-scorers, but then football is ruled by gentlemen of anything up to the public and progress instead of encouraging it.

Nonagenarians
Stopped Chapman

WE all recall the barring of Herbert Chapman's match clock at Highbury. An excellent idea which was sat on because the Football Association don't, and never did, like excellent ideas less than half a century old.

Their argument was that if the clock disagreed with the referee's whistle there would be disputes in the crowd. Which was just the usual London State blase Chapman only intended (and announced) the fact that the clock was to be an approximate guide to the public and have no official standing, the referee, as must always be the case, being the sole arbiter.

There is a good idea turned up in greyhound racing to benefit the sport or the public enjoyment of the racing, it goes in. But then greyhound racing controllers are never nearly ninety years of age.

You think a greyhound track would do better with a programme which is seldom ever correct as football clubs do? And do you think they would send a little blackboard round with corrections (I have seen as many as seven at a football match) which you see if you happen to be there at the time and looking. The boardman only calls once.

Don't We Have Fun!
I could tell you about football's dear old gentlemen! Of an England selector who couldn't see half across any pitch. Of England selectors who picked a professional of six months' standing for an amateur team. Of one who did not know that a famous player had changed clubs two years previously. Of another who mixed up two sides he was watching and thought the losers had won!

They are so few of them know. And they are the people who bar progress and pick teams to lose for England. And they are the people who bar progress when they are centenarians, because if they won't get out no one can make them.

They are the same old ancient types who will never go voluntarily.

They think football can't go on without them. The fact is it is unable to get on without them.

I expect when end of the war prizes are given to some of them will get the O.B.E. and it will serve them jolly well right.

Bigger the Lie, Better He Likes It

IN one of the best bits of lying for some time the German radio announced:

"The British battleships Valiant and Malaya were sunk in the Skagerrak according to Rome evening papers, quoting a Belgian authority who wishes to remain anonymous."

What they call straight from the horse's mouth except that it doesn't seem to have travelled via Brazil as the B.B.C. news announcer who said Old Signor November the Fifth (reputed to be the mouthpiece of Mussolini) would print anything, even if it came from the Solomon Isles.

IN a court the other day an applicant described himself as a Tulpian.

That's nothing. In Fleet-st. circles we have Daffodilians.

I BELIEVE in everyone being as accurate as possible. Take the B.B.C. news announcer who said the R.A.F. bombers which raided Oslo one at a time arrived singly. It does remove all doubts, doesn't it.

Be Your Own Ready Reckoner
THE Home Office have agreed to admit that the public may be admitted to half the capacity of football grounds.

"Reckoning the accommodation at Old Trafford, Manchester, at 80,000, spectators will be admitted up to 40,000." (Sports writer.)
Correct, sir! Nice wolk.

BOYS—AND GIRLS

There are three cornet soloists in England. You have forgotten "The Children's Home"—"H. (East boy)." Better hand cornet soloists are great fellows of the pre-war, Herr Combs and like to extend themselves. I can name hundreds if you can lend me, for a day, your page, or should I come to Long Acre with all the change to "practise" your page for you—J.F. (Margate).

They were a plum for R.A.F. pilots. Well, as our first ace has been asked to drop his pipe, "Cobber," why not call them all "Cobbers" We already have Dancers, W. Mc. (Oxford Hyde).

IN REPLY
Letters Received—W.B. (West Croydon). W.G.T. (Highbury). Two Bant Ganssters (Stowmarket). A.L.T. (Totter). R.W. (Shepton Mallet). J.C. (Walsley). H.B. (Glanville). C.H. (Dorchester). S.B.J. (Bournemouth). S.R.M.N. (Ipswich). O.S. (Birmingham). A.S. (London). R.B. (Feltham). G.T.D. (Slough) and C.T.F. (London, E.11). See Sports J.W. (Waltham Cross). The pukka airman wear his wings or half on the left breast of his uniform. (Burnt Oak).—Four 4's and a 3 score twenty (11-4, pairs 12).

AMIDST all the whining over Norway, excuse a simple guy who ain't no military expert or political correspondent saying a piece of cheerful.

After all we can, next winter, stop Germany getting iron ore from Narvik for six months, can't we. And we have now got over a million tons of Norwegian and Danish shipping working for us instead of taking supplies, via these countries, for Germany.

And there are several other advantages I can think of.

MAKE way for a bright gangster. He says that now cigarettes are the staggering price they are it is up to the manufacturers to follow the lead of the razor-blade makers and stamp each bag Monday, Tuesday, Wednesday . . .

Nice Wolk.

They'll Be Going To The Dogs
THE sport which is going to boom in 1940 is greyhound racing. It is going to boom, not only for the reasons considered, and making a good use of restricted opportunities without whining.

How different from the football clubs which are committed hari-kari when war broke out and have been whining ever since. But then professional football clubs always do whine—peace or war.

Greyhound racing authorities from the word go set out to please their patrons, entertain them and keep them fully informed of everything happening, as example, I must add, followed, say, even improved upon, by speedway racing in later years.

At football matches, as my readers know, but they try to keep everything a secret. They try to keep a few exceptions, even announce the goal-scorers, but then football is ruled by gentlemen of anything up to the public and progress instead of encouraging it.

Nonagenarians
Stopped Chapman

WE all recall the barring of Herbert Chapman's match clock at Highbury. An excellent idea which was sat on because the Football Association don't, and never did, like excellent ideas less than half a century old.

Their argument was that if the clock disagreed with the referee's whistle there would be disputes in the crowd. Which was just the usual London State blase Chapman only intended (and announced) the fact that the clock was to be an approximate guide to the public and have no official standing, the referee, as must always be the case, being the sole arbiter.

There is a good idea turned up in greyhound racing to benefit the sport or the public enjoyment of the racing, it goes in. But then greyhound racing controllers are never nearly ninety years of age.

You think a greyhound track would do better with a programme which is seldom ever correct as football clubs do? And do you think they would send a little blackboard round with corrections (I have seen as many as seven at a football match) which you see if you happen to be there at the time and looking. The boardman only calls once.

Don't We Have Fun!
I could tell you about football's dear old gentlemen! Of an England selector who couldn't see half across any pitch. Of England selectors who picked a professional of six months' standing for an amateur team. Of one who did not know that a famous player had changed clubs two years previously. Of another who mixed up two sides he was watching and thought the losers had won!

They are so few of them know. And they are the people who bar progress and pick teams to lose for England. And they are the people who bar progress when they are centenarians, because if they won't get out no one can make them.

They are the same old ancient types who will never go voluntarily.

They think football can't go on without them. The fact is it is unable to get on without them.

I expect when end of the war prizes are given to some of them will get the O.B.E. and it will serve them jolly well right.



SUMMARY of Report for 1939.

Total Income	£9,178,000
Premium Income	£7,355,000
Total Assets	£46,017,000
Total Claims Paid	£53,643,000

NEW BUSINESS. New policies were issued for Sums Assured of £24,596,000 in the Ordinary Branch and £15,303,000 in the Industrial Branch.

CIVILIAN WAR RISKS. Air Raid Cover is included WITHOUT EXTRA CHARGE on Policies issued on the lives of civilians—proposals are considered for any amount, large or small.

Apply for particulars of scheme to local Branch Office.

ROYAL LONDON

MUTUAL INSURANCE SOCIETY LIMITED

LIFE & ENDOWMENT ASSURANCE—HOUSE PURCHASE

Fire—Burglar—Motor—Plate Glass—Accident, etc.

Head Office: Royal London House,

FINSBURY SQUARE, LONDON, E.C.2

Lift that CORN right OUT with 'FREEZONE'

THE very first application of "Freezone" stops pain, and within a few days the corn becomes so loose that you can actually lift it right out—root and all. "Freezone" Corn Remover never fails to remove corns without the least pain or difficulty. It's only 1/3 a bottle at all chemists, and every bottle is sold with a money-back guarantee.

Medical Science Approves

CICFA

There is neither magic nor secret about CICFA. Here the makers disclose the principal ingredients and what they do. CICFA contains:—

CARBO LIGNI PURIFICATUS—Pure charcoal, prescribed by physicians as an absorbent and antiseptic for intestinal distension, flatulence and dyspepsia. It removes mucus, absorbs poisons, stimulates the movements of both stomach and bowels.

PEPSINUM—The natural gastric juice, which carries out the first stages of digestion of the albumins and insoluble proteins in the stomach. (It is of interest to note that Pepsinum will dissolve up to 10,000 times its own weight of coagulated albumin.) Here CICFA is supplying exactly what Nature supplies.

AMYLAUM—A diastase—a natural digestive which converts starchy foods into easily soluble matter. The same diastase as used by hospitals, etc. CICFA supplies the same Nature supplies.

ALUMINUM—is one of the most valuable specifics in the treatment of constipation.

CASCARA SAGRADA—again is invaluable in cases of constipation, because it acts as a gentle stimulant to the large intestine.

Because of the careful compounding of these valuable ingredients CICFA is a scientific remedy and a complete one.

Where is Indigestion?
Many laymen refer to indigestion as "acid stomach," believing that acidity is the sole cause of it. The true medical fact is, however, that the stomach should be slightly acid otherwise digestion would be impossible. Furthermore, only one quarter of your food is digested in the stomach. The other three-quarters—such foods as sugar, cereals, potatoes, bread, fruit, vegetables and all fats are digested in the intestines. Merely to neutralise excess stomach-acid is, therefore, not enough. The true scientific remedy must deal with both stomach and intestines. Cicfa does this.

Stomach Sufferers—GET RELIEF FROM

CICFA

Conquer Indigestion Constipation Flatulence Acidity

CICFA

SPECIALIST'S PRAISE

Dear Sirs:—
I have made use of the Yeast-Vite Tablets recently in a number of cases and the results have interested me exceedingly.
I have found the tablets excellent for the relief of pain and have noticed them to combine a most useful general tonic action. In stomach troubles I have found them particularly efficacious, and their nervous sedative and soothing effect was conspicuous.
Yours sincerely,
L. R. C. S., L.R.C.P. (Edin.) etc.
Yeast-Vite brand tablets Sold everywhere at 5d., 1/3, 3/- & 5/-.

Round-Up Soon

HIDDEN GOLD AND SHARES

Special to "The People"
THE Chancellor of the Exchequer is to round-up wealthy people who have not disclosed their possession of foreign securities or gold.

At the outbreak of war, all holders of foreign securities were publicly asked to notify the amount of their holdings.

People who had gold coins were also asked to make a declaration.

Now it has been discovered that a number of "dodgers" have not declared their holdings.

The Chancellor has asked the banks to report clients whom they know possess either gold or foreign scrip.

He is also planning to track down people who made big transfers of securities abroad just before the war.

He is determined that not one of these dodgers shall evade him.

If necessary, he will seek power to compel the production of accounts by stockbrokers and bankers acting on behalf of these people, and to require the cable companies to disclose messages regarding financial transactions which they dispatched over their services.

HARDY:

Sea Hero's
Welcome Home

Meonspoke (Hants), Saturday.
WITH ITS HIGH-ST. DECORATED WITH FLAGS AND BUNTING, THE ENTIRE VILLAGE HERE TURNED OUT TODAY TO PAY TRIBUTE TO ITS HERO RETURNED FROM THE WARS.

He was Paymaster-Lieut. G. H. Stanning, who, at the first battle of Narvik, steered the destroyer Hardy when everyone else on the bridge had been killed or wounded.

The Lieutenant, who had journeyed all night from hospital in Aberdeen, and was still using crutches, passed in a car, accompanied by his parents, through a guard of honour composed of the British Legion with standard bearers, V.A.D. nurses and local school-children.

As the car slowly forced its way through the main street, a girl rushed from the crowd and placed a laurel garland tied with red, white and blue ribbons on the bonnet of the car.

The Lieutenant thanked the crowd for their reception, but wouldn't comment on his experiences. He admitted that he would be an invalid for about three months.



48 hours' leave...

Time may be short, but art is long. And part of the art is to give her Black Magic. There are 12 mouth-watering centres in Black Magic. And they're amazingly good value. In quality you can compare Black Magic only to those chocolates usually sold for 5/- or 6/- a pound. Yet they cost only 2/10. That's because Rowntree's waste no money on extravagant decoration or tinfoil. They pack Black Magic simply, putting all the value into the chocolates. Try them. They're grand!

WINGS OF ROMANCE!



Claire Luce, the actress, smiles for the camera, while her fiancé, Wing Commander John Gillan, looks on. They have just become engaged.

KING APPROVES NEW AWARD FOR SAILORS

HIS MAJESTY THE KING has approved the institution of a silver badge for award to all officers and men of the Royal Naval Patrol Service, including R.N. and R.N. pensioners, R.F.R., R.N.R., R.N.V.R., and R.N.V. (W) R. personnel and those who have enlisted for hostilities only, since the outbreak of war, employed in minesweeping and anti-submarine craft in home waters manned from the Patrol Service Central Depot, Lowestoft.

These officers and men will normally be eligible for the badge after six months' service but, in special circumstances, such as meritorious service in the face of especial danger, or difficulty not sufficiently deserving of recognition otherwise, the badge may be awarded after a shorter period.

Personnel of all kinds employed in other vessels of the Fleet will not be included in this award.

The badge will be worn on the left arm in uniform, or on the lapel of a plain clothes coat after the war.

RUSSIANS MASS PLANES

Two thousand planes are concentrated at Soviet bases in the Caucasus and on the Black Sea, according to Rome radio quoted by Reuters.

Armistice Report Denied
WAR OFFICE EXPLANATION

THE WAR OFFICE, IN A STATEMENT YESTERDAY, EXPLAINED THAT THE NORWEGIAN COMMANDER-IN-CHIEF HAD BEEN TAKEN ON BOARD A BRITISH WARSHIP, AND EMPHASISED THAT NO ONE ELSE HAD AUTHORITY TO NEGOTIATE FOR AN ARMISTICE.

This War Office statement

read:—"There is no foundation for the statement that the Norwegian Commander-in-Chief (Col. Ruge) was not informed of the Allied decision to evacuate the Trondheim area or that he is negotiating for an armistice."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"The Norwegian Commander-in-Chief has been conveyed to an undisclosed destination in Norway, and any Norwegian order of the day announcing negotiations for an armistice was obviously made without his authority."

"The Commander-in-Chief of the Norwegian Army and his staff embarked on a British man of war on the night of May 3."

"TERRIERS" FACED
INFERNAL ORDEALMerciless Rain
Of Bullets

W AIST-DEEP IN MUD, FACING A MERCILESS MACHINE-GUN FIRE FROM GERMAN PLANES, BRITISH TERRITORIALS FOUGHT A HEROIC BATTLE ON THE STEINKJER FRONT BEFORE THE WITHDRAWAL FROM NAMSOS.

Their ordeal must have been infernal, writes a Reuter Special Correspondent, who saw some of them before they left.

"I spoke with a batch of young soldiers standing at Namsos, endeavouring to find some shelter from the icy cold in the shattered remains of what was once an Army store," he says.

Blue with cold, and shivering, they had spent a week fighting under unbelievable conditions.

Floundering waist-deep in the snow, with their hands barely

capable of holding rifles, and subjected to merciless machine-gun fire from German planes, it is incredible how they held the front as they did.

"My men fought most valiantly," General Carton de Wiart said to me. "They slept during the night in the snow without the slightest cover until they were finally burned out of Steinkjer."

Low-flying German planes dropped hundreds of incendiary bombs, until the whole of Steinkjer was a roaring inferno and it was impossible for any human being to hold out there longer.

HAL OF FIRE
The morale of the troops was excellent throughout.

Transport drivers returning from Steinkjer said that the continuous aerial attacks to which the men were subjected held up all military attacks, because immediately the men ventured from cover they entered a hail of machine-gun fire.

With no anti-aircraft fire in this sector, the German planes could fly very low, and when I saw them the bombing Grog, the planes could not have been higher than 100 ft.

Anti-aircraft guns could have potted them off like sitting rabbits.

In view of the desolation and absence of protection at Namsos as I saw it, if the Allied forces have been withdrawn as effectively as they were landed, this constitutes a wonderful military feat.

When I left Namsos it was a mere blackened skeleton of a town, providing no shelter from air attack, no accommodation for soldiers against the bitter Arctic cold, and no place for stores and food.

The landing of fresh troops and heavy artillery and A.A. guns was impossible.

HOW THEY LEFT
In a message from Nordli (on the Namsos Road) yesterday, Reuter's correspondent said that the embarkation of the Allied troops at Namsos was completed at 3 o'clock on Friday morning.

Namsos port having been completely destroyed by German bombers, the two British war vessels which took off the troops had to stand out in the fjord.

The French troops, which had been spread out in the whole Namsos region, were brought to the port in lorries and Norwegian private cars.

They were embarked in small groups in fishing boats and requisitioned Norwegian sloops. These made trips to and from the British vessels all day on Thursday.

There appears to have been no German bombing to interfere with them.

NORWEGIAN SUCCESS
Major Rod, who is in command of the Norwegian forces in the Roros sector, told a Swedish journalist: "Hard times are coming for Norway. Whatever happens, I am determined to defend the Roros sector and prevent the Germans approaching the frontier."

The small Norwegian volunteer force, which four days ago occupied Roros, has succeeded in driving the Germans back to Tynset, 28 miles south of Roros, according to information received in Stockholm.

The Germans withdrew after fighting at the village of Os, several miles south of Roros, and along the railway which runs through the Oster Valley from Trondheim to the south.

This Norwegian success is stated to have been confirmed by several reliable sources.

HOPE SPRINGS
ETERNAL

WIFE: My husband is an incurable optimist. After 20 years of married life he still thinks I'll believe him when he comes home and says he takes peppermint for indigestion.

Sollicitor: Are you prepared to allow your wife 30s. a week if a separation order is made?

Husband: It's blackmail, but it's worth it.

Wife: I can't understand why my husband isn't here this morning to answer the summons. He usually comes when I call him.

Wife: I don't think my husband is really bad, only stupid. He doesn't understand women.

Husband: I will say this for my mother-in-law—she might not have been so bad if she hadn't had such a daughter as my wife to contend with.

A wife, asked why she was applying only for maintenance for her children and nothing for herself: "A wife's independence is more to her than her husband's money."

My husband was a sergeant-major in the last war, remarked a wife, but I soon taught him that those manners wouldn't do for me.

Wife: My husband is all right until he gets a drink or two inside him, but then he tries to get rough with me, and that's how he gets hurt.

Husband: I wouldn't mind it so much if my wife said that I drank. But she has to be insulting and say I can't drink.

Husband: I can always tell when my wife has been talking about me by the looks my neighbours give me.

"Victory Assured"
POLISH C-IN-C.
REVIEWS HIS
TROOPS

In France, Saturday.

"ALPINE units of the Polish Army are nearing the battlefield of nations to fight the enemy of Poland and mankind," said General Sikorski, Polish Prime Minister and Commander-in-Chief, addressing his modern-equipped miniature army behind the Maginot Line today.

He spoke at a secret ceremony to celebrate the Polish national holiday. For two hours he stood at the salute while hundreds of troops, including a motorised column, marched past in the biggest parade of the new Polish army in France.

Sir Howard Kennard, British Ambassador to Poland, and the British M.P.s, now the guests of the Polish Government, were present.

An Order of the Day read to the troops declared: "You have begun an historic march towards New Poland. It may be heavy with sacrifice but the final victory is assured."—Reuter.

STOP PRESS
MAY 5, 1940

URGENT NEED FOR PORTABLE BUILDINGS

Here's a Golden Opportunity for those who urgently require portable buildings. Locks, Greenhouses, Allotment Huts, etc. We can supply them in Deal up to 100' x 100' in size. Send for Catalogue NOW. Every building a genuine Robert H. Hall & Co. product. Based for value.

ROBERT H. HALL & CO.
(Kent) LTD.
40, PADDOCK WOOD,
KENT

End Rheumatism
While you Sleep

If you suffer sharp, stabbing pains, if joints are swollen, if shows your blood is poisoned through faulty kidney action. Other symptoms of kidney disorders: Burning, Itching Passages, Getting up Nights, Backaches, Lumbago, Leg Pains, Nervousness, Dizziness, Headaches, Colds, Puffy Ankles, Swollen under Eyes, Lack of Energy, and Appetite etc. Ordinary medicines can't help much because you must kill the germs attacking the kidneys. Cystex kills these germs and expels acids and poisons.

Praised by Doctors, Chemists and one-time Sufferers
Cystex is approved by Doctors and Chemists in 75 countries and by one-time sufferers from the troubles shown above. Mr. J. C. writes: "I am 70 years old and have suffered with terrible backaches and pains, continually getting up at night, and, thanks to Cystex I am much better than I have been for years."

GUARANTEED TO PUT YOU RIGHT OR MONEY BACK
Get Cystex from your Chemist today. Give it a thorough test. Cystex is guaranteed to make you feel younger, stronger, better in every way, or your money back if you return the empty package. Act now! From Boots, Timothy Whites and Taylors and all Chemists, price 1/3, 2/- and 6/- The guarantee protects you.

Cystex KIDNEYS
BLADDER
The GUARANTEED Remedy RHEUMATISM

WASH AWAY
TIREDNESS
IN YOUR BATH

Amazing new Oxygen Bath sucks out fatigue poisons from your muscles and gives you bounding new energy.

All those nasty aches and stabs of tiredness that you get after a hard day—behind your neck, in the small of your back, all over your body—are caused by fatigue poisons collecting in the muscles.

Why not get rid of all that aching tiredness of once and fill yourself with bounding new energy at the same time, by having an Oxygen Bath? A little Radox in your bath supercharges the water with oxygen. The life-giving oxygen opens the pores and penetrates to your muscles. All those stale poisons are instantly carried away. You jump out of your bath bath glowing all over and feeling as fresh and frisky as a two-year-old. Radox is in cubes (each cube enough for a large bath), 3 for 7d.

RADOX 10 oz. Pink Packet 1/6

STOMACH PAINS
WARN YOU OF
ACID ATTACK

Do you feel sharp, burning pains after meals? Does wind disturb your stomach and bitter acid rise up in your throat? Stomach trouble—your trouble is Acid Stomach. Excess acid collects in your stomach—scorches the tender stomach lining. Your food touches the sore, inflamed place—causing fresh agony.

But when you slip a couple of RENNIES in your mouth, the acid instantly neutralises, trickles down to your stomach's nature's way and stops stomach pains naturally. Yet RENNIES are only half the cost of some other remedies—25 for 6d. Four times the quantity, 1/6. Each tablet separately wrapped. Keep a few in your pocket or handbag. Ask your chemist for RENNIES today.

DIGESTIF
RENNIES 25 FOR 6d

WHITSUN ECONOMY OFFER
Saves 5/- in the £

5/- DOWN and 8 monthly payments of 5/6

SUGDEN FURS 186, Regent St., W.1

Send for Catalogue, unsolicited envelope 1d. stamp

C. A. SUGDEN, LTD., 186, REGENT STREET, W.1

Name _____ Address _____ Z.Z.69

Feared Operation for PILES

The amazing success of GERMOLOIDS in speedy soothing and healing even advanced cases of Piles is shown yet again in this grateful letter. "Dear Sirs, I have been a sufferer for many years from Piles and Fistula. I was so bad I thought I should have to go into hospital. However, after using ONLY ONE GERMOLOID the trouble began to yield. Mrs. A. E. (Surrey). GERMOLOIDS act while you sleep. They contain the same wonderful medication as the world-famous Germolene Brand Ointment. No wonder they quickly soothe away all pain and irritation. Bleeding stops, the sore tissue is healed, nerves are protected. Don't put up with any day of suffering. Get some GERMOLOIDS to-day and GET RELIEF TO-NIGHT. GERMOLOIDS Brand are obtainable from all chemists and cost only 1/3 per box.

Published by CHARLES ANSEL GRAY for the Proprietors and printed by CHAS. PAUL Ltd., London: Long Acre, W.C.2, England; and Manchester: Chester-st., Oxford-rd., England. May 5, 1940.